

LIFE

RUSSIA CAN SOLVE FOOD CRISIS:
U.S. FARMERS TELL HOW

HOLLYWOOD'S STARRIEST MUSICAL
A 10-PAGE COLOR ESSAY

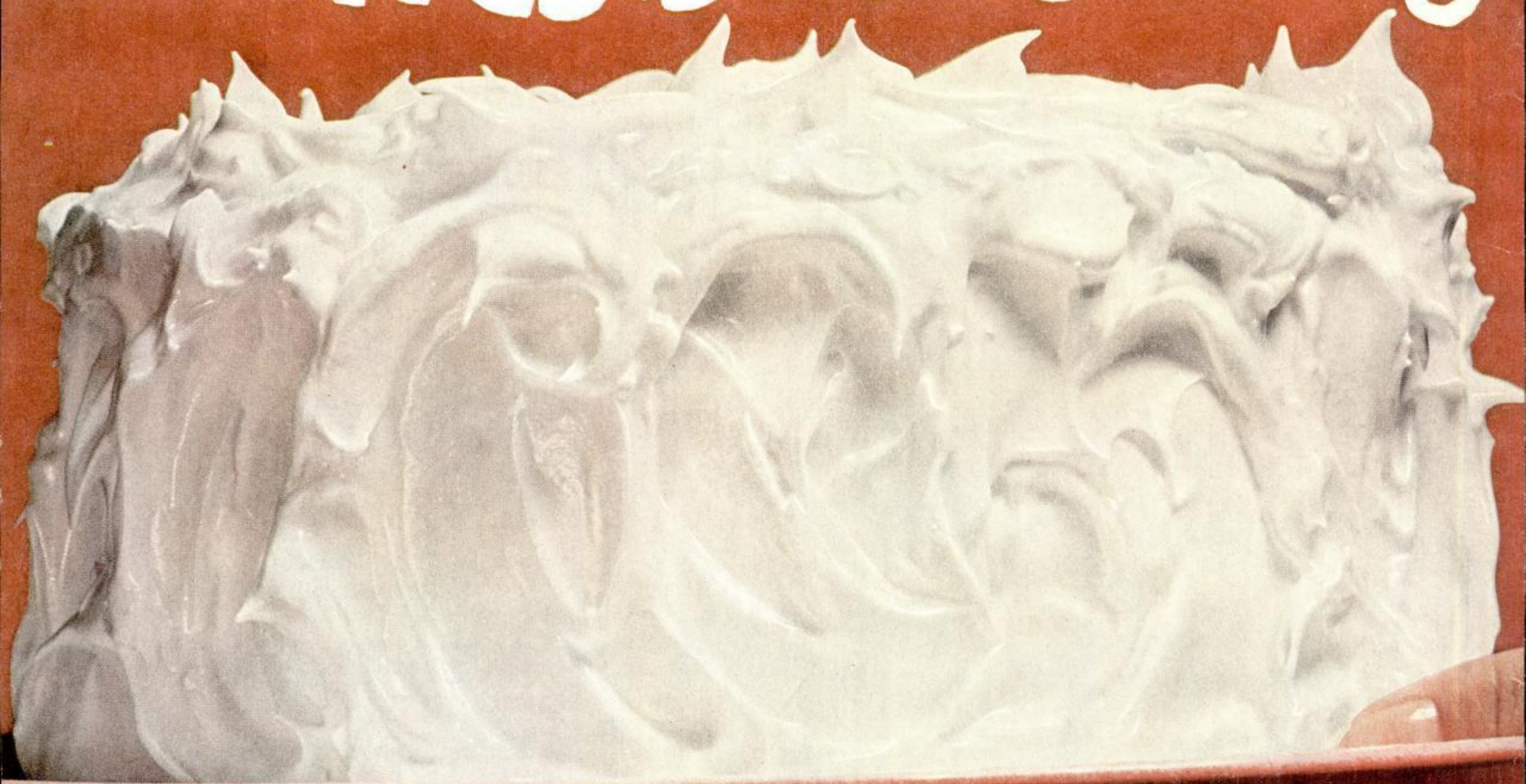


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20 CENTS

SEPTEMBER 19, 1955

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PHILCO for '56

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THE PHILCO *Miss America* 6126

Lovely 24-inch Blond or Mahogany Console with Automatic Top Touch Tuning

The question: is it brutal?

Whether the USAF's "Stalag Stead" survival school in Nevada is brutal or a life-saver is discussed in a comprehensive picture story.



TIRED "PW" EXERCISES

40

A gaudy Goldwyn gala

LIFE presents a 10-page preview in color of the gaudy guys and dolled-up dolls in the Elder Showman's lavish production of "Guys and Dolls."



DOLLS AT WORK

122

Pilgrims of plenty

The U.S. farm delegation touring Russia learns some lessons and shows how the Soviets can avert a farm crisis by using American methods.



BILINGUAL GREETINGS

164

Keeping the home talent home

An artful talent recruiter, West Virginia University's coach Art Lewis has coaxed the state's best high school footballers into playing for his team.

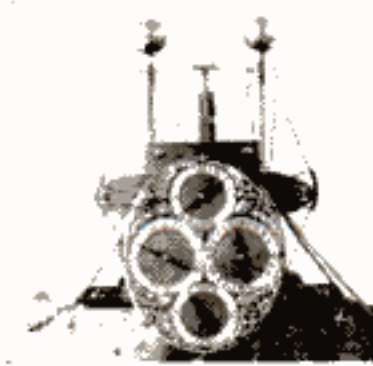


ENTHUSIAST LEWIS

173

A mapmaker's masterwork

Robert Wallace tells how a Scots firm put nine years and \$2 million into a new atlas that is the bible of English-speaking map lovers.



MAPMAKERS' TOOL—1735

95

Some hard-earned learning

"I just scraped around," explains 66-year-old Louis Martin, describing his incredible feat of college-educating 12 children on \$40 a week.



PROUD FATHER MARTIN

188

COVER

Four classy dancing dolls shout "Take Back Your Mink" after a decorous striptease in Sam Goldwyn's lavish new film version of "Guys and Dolls" (see pp. 122-131)

THE WEEK'S EVENTS

Is Air Force "survival school" training brutal and degrading? A pictorial examination of controversial Stead AFB in Nevada	40
Adenauer sternly demands PW's return and German unification	46
West Coast forests suffer worst fires in 30 years	48
A Look at the World's Week	50
Bones found in Iowa sandpit may be oldest American skeleton	59
A U.S. toy train wows the Indonesians	65
Iowa State Fair starts strong on its second century	72
An industrious DP family sets up housekeeping in Indianapolis	77
Pretty French parachutist beats a world mark but almost drowns	89
As summer ends, Europe's royalty relaxes and romps	207

EDITORIAL

Whither this boom	57
-------------------	----

PHOTOGRAPHIC ESSAY

How to ease Russia's food crisis: LIFE summarizes the lessons learned by the touring Russian and U.S. farm experts	164
--	-----

ARTICLE

From Å to Zywiec: it has taken the knowledge of 40 centuries, plus \$2 million, to make a monumental new atlas. By Robert Wallace	95
---	----

CLOSE-UP

Degrees by the dozen on \$40 a week: by hard work the Louis Martins of Princess Anne, Md. gave their 12 children college educations. By William Brinkley	188
--	-----

RELIGION

Traveling synagogue: North Carolina rabbi holds services in bus	85
---	----

YOUTH

Howard Herd of Pasadena has 26 miniature cannons that pack a punch	115
--	-----

ART

New "Last Supper": sculpture for Washington cathedral takes shape	119
---	-----

MOVIES

Goldwyn's dressed-up "Guys and Dolls" does right by Runyon's rough diamonds. Photographs for LIFE by Gjon Mili	122
--	-----

ANIMALS

A 200-pound lion becomes a member of a Texas family	133
---	-----

SCIENCE

Conscientious objectors eat an atomic diet in Denver food test	141
--	-----

FASHION

Winter sweaters are longer—clear to the floor in fact	147
---	-----

MEDICINE

"Is your halo on straight?" Doctors spoof colleagues' ethics	153
--	-----

ARCHITECTURE

Oklahoma family lives suspended in a space and saucer house	155
---	-----

BUSINESS

Vintage vacuum cleaners are displayed	161
---------------------------------------	-----

SPORTS

Coach Lewis' wives attract football talent to W. Virginia U.	173
--	-----

NATURE

Tricked with a tweet: French scientists whistle at grasshoppers	183
---	-----

OTHER DEPARTMENTS

Letters to the Editors	17
Speaking of Pictures: a fleet of flying saucers over New York?	26
Miscellany: Index to Picasso's palate	210

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MARITIME MUSEUM—EDWARD CLARK	115, 116—LOOMIS DEAN
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NEW YORK HISTORICAL SOCIETY	141, 142—CARL IWASAKI
26, 27, 28—ROBERT GALBRAITH AND STEVE LANSING	147, 148—FRANCESCO SCAVULLO
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59—HUDLESON STUDIO—A. Y. OWEN	173—EDWARD CLARK
60—A. Y. OWEN	174—EDWARD CLARK EXC. CEN. RT. JOE CLARK
65 THROUGH 68—HOWARD SOCHUREK	175—ELIOT ELISOFON
72, 73, 74—JOHN DOMINIS	176, 179—EDWARD CLARK
77, 78—MICHAEL ROUGIER	183, 184—PIERRE BOULAT
80—BOT. GEORGE TILFORD	188, 189—EDWARD CLARK
85, 86—GEORGE SKADDING	194—EDWARD CLARK
89, 90—RAYMOND CAUCHETIER	197—T. SKLAR STUDIO, FOLTZ
95—GRACE ROBERTSON	200, 204—EDWARD CLARK
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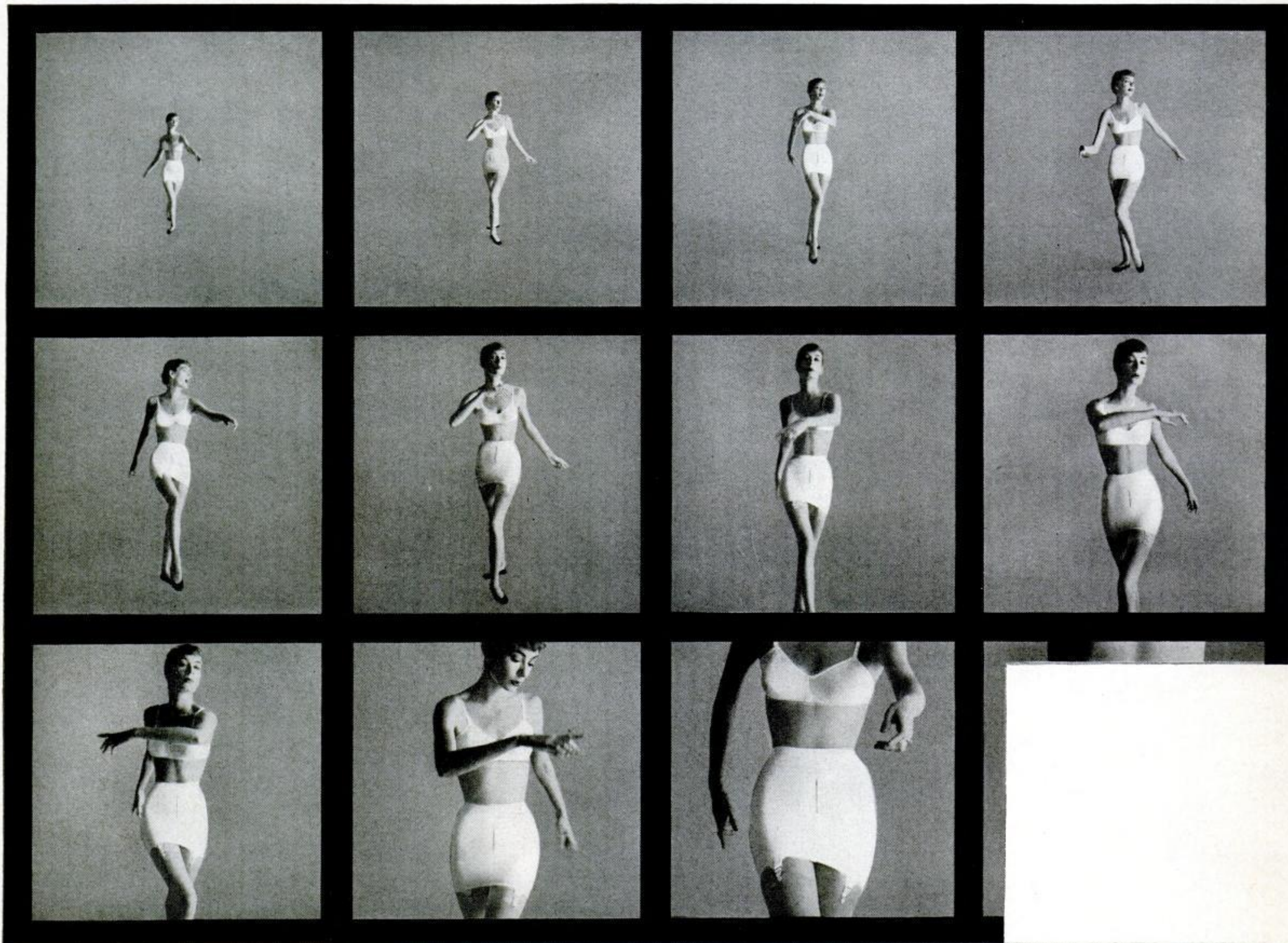
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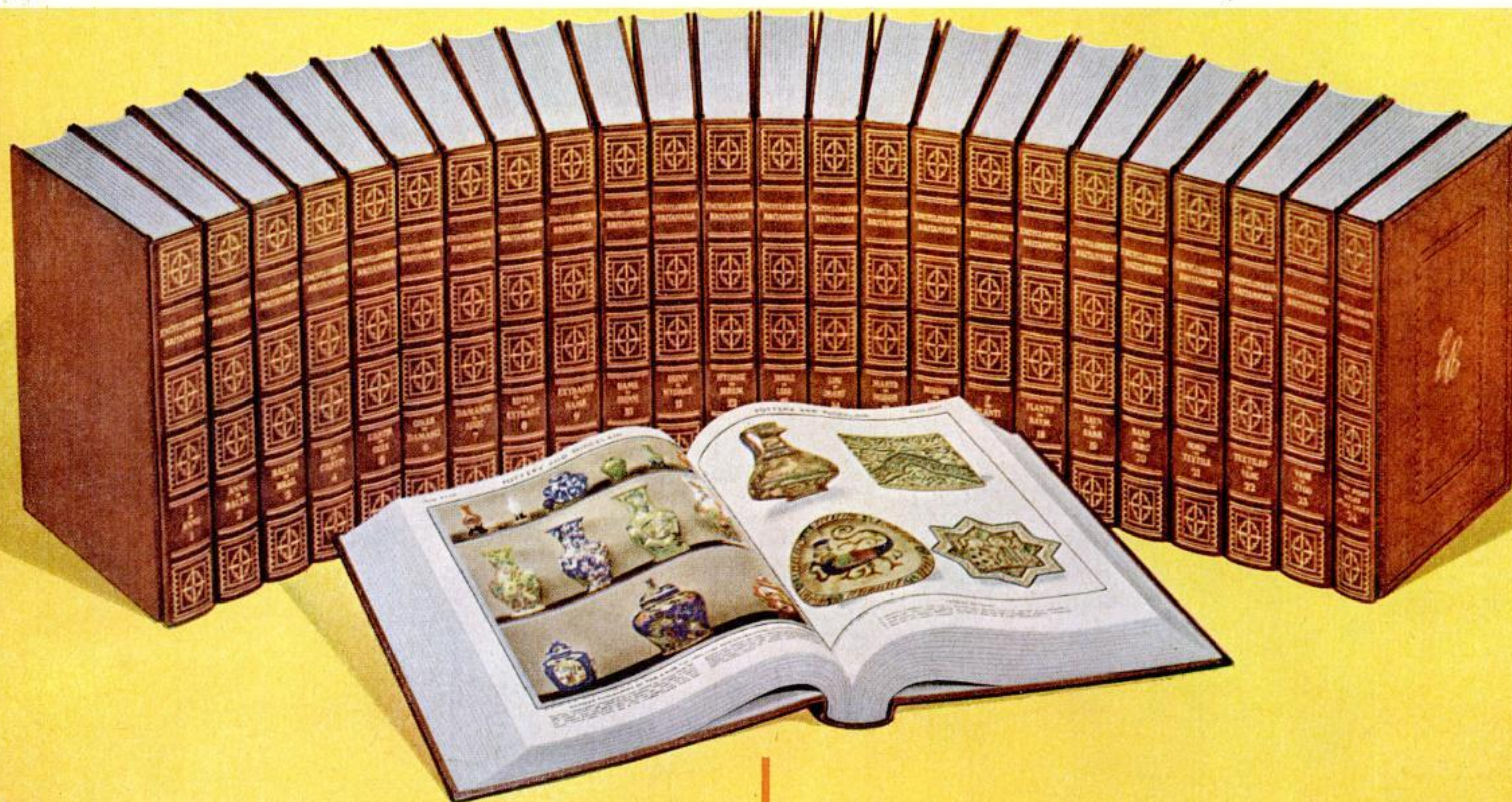
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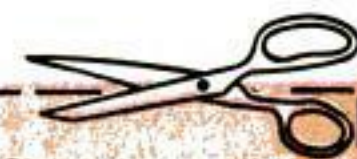
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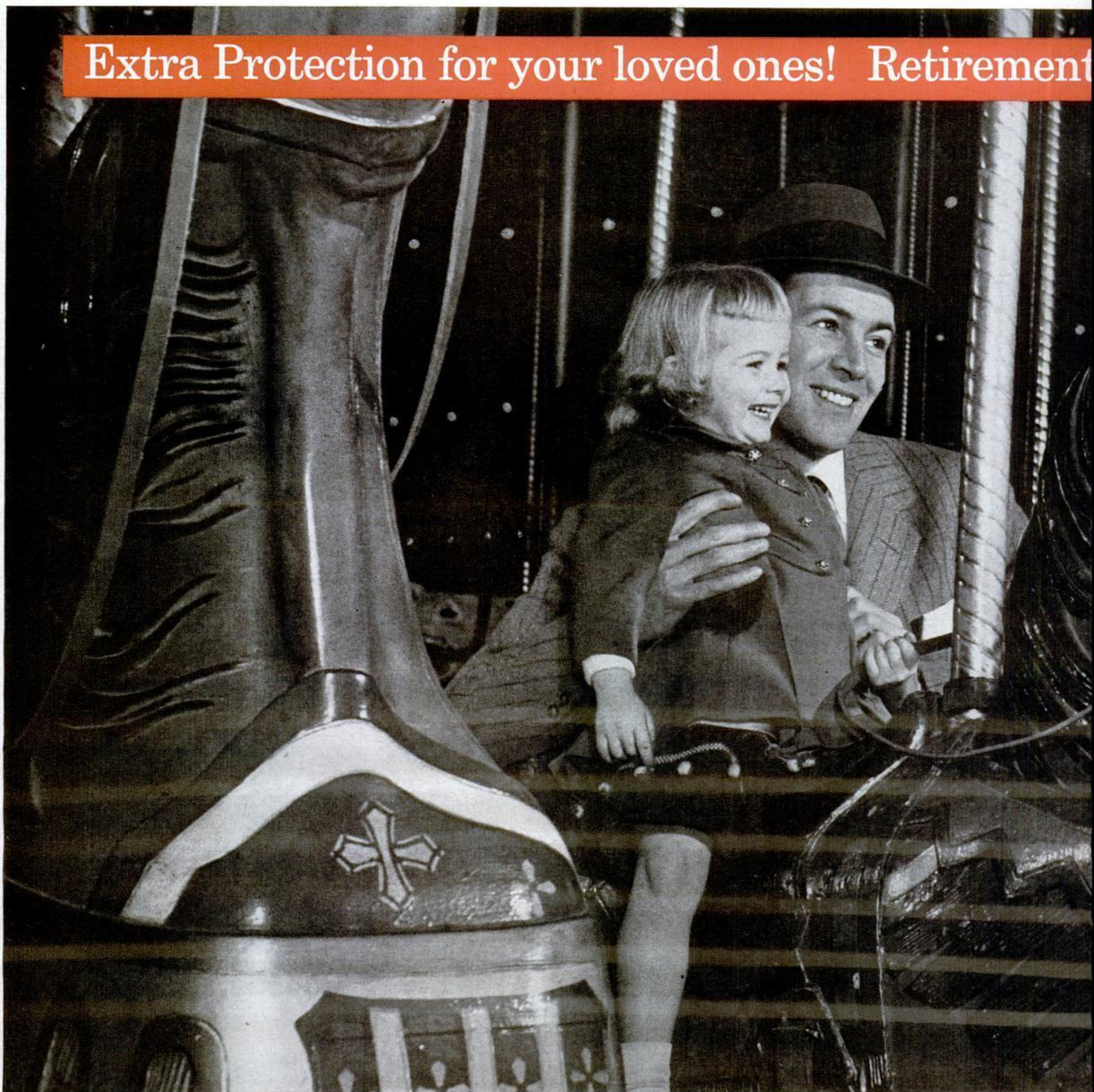
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Chicago	Carson Pirie Scott & Co.	Indianapolis	L. S. Ayres & Company	Oakland	H. C. Capwell Co.	St. Louis	Stix, Baer & Fuller		
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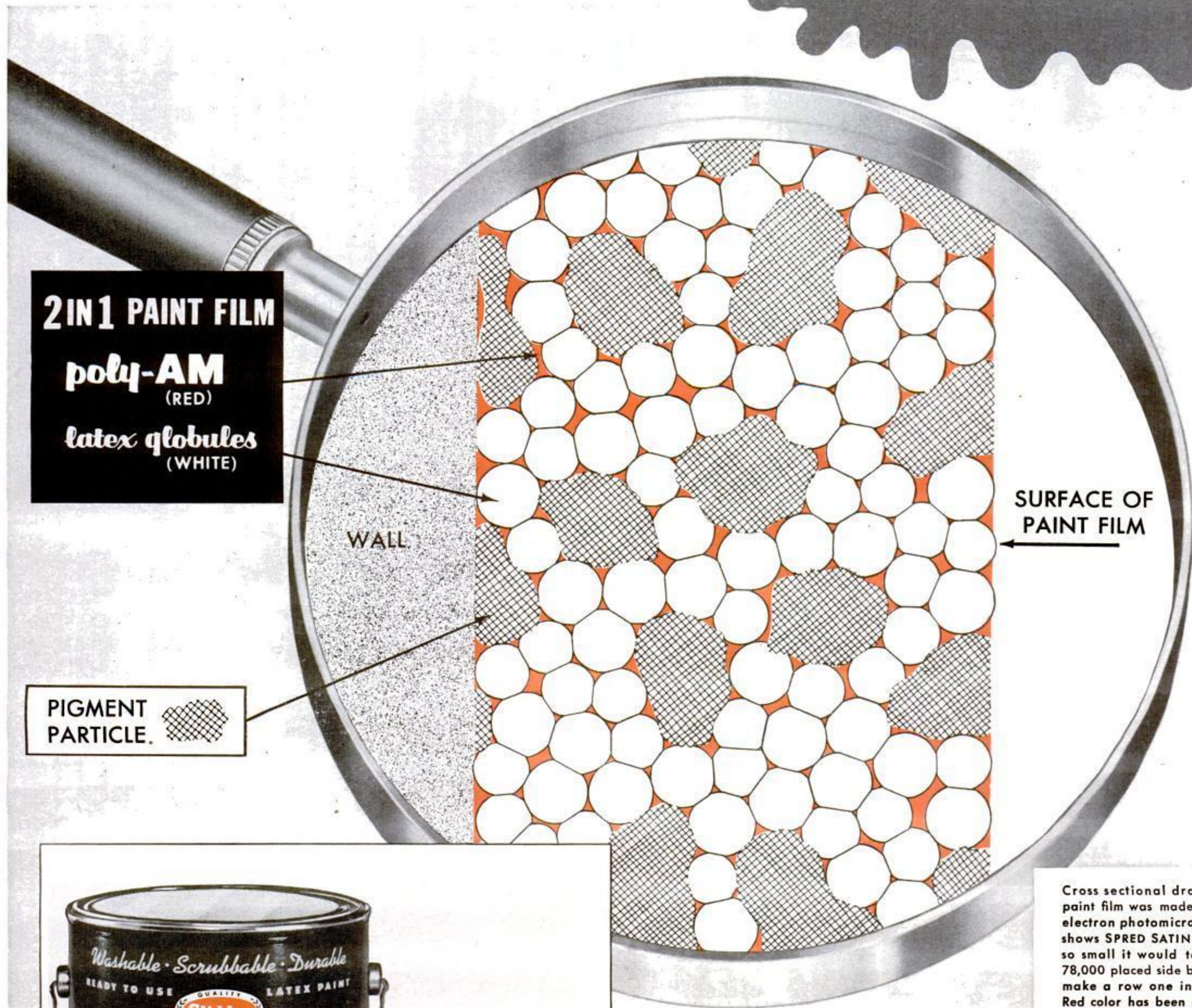
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poly-AM

NATURE'S WONDER INGREDIENT



Cross sectional drawing of paint film was made from an electron photomicrograph—shows SPRED SATIN particles so small it would take over 78,000 placed side by side to make a row one inch long! Red color has been added to drawing to indicate poly-AM.



INTERLOCKED 2-IN-1 FILM! The particles of color pigment in SPRED SATIN are shown as shaded areas. See how each color particle is bound in by *poly-AM* (red) nature's wonder substance which unites the color with the latex (white globules.)

SPRED SATIN RICH IN DURABLE LATEX! Every gallon of SPRED SATIN contains over 4 pounds of pure latex in liquid form. When the latex is chemically separated from the paint and dried, it produces 2¼ pounds of latex solids (photo at left). Many latex paints contain only a fraction of this amount. This is one of the reasons why you get superior results with SPRED SATIN.

GIVES YOU A 2-in-1 PAINT FILM

So tough, so durable you won't need to paint again until you want to change colors!



SPRED SATIN GOES ON TWICE AS FAST as ordinary paint. The latex makes it flow *smoothly* from brush or roller. When properly handled, SPRED SATIN won't drip, makes ceiling work much easier, faster.



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BLUE JEANS TO PARTY DRESS in 2 hours! She painted in the afternoon, is entertaining guests the same evening. SPRED SATIN dries in 20 minutes. Rooms go back to use quickly.

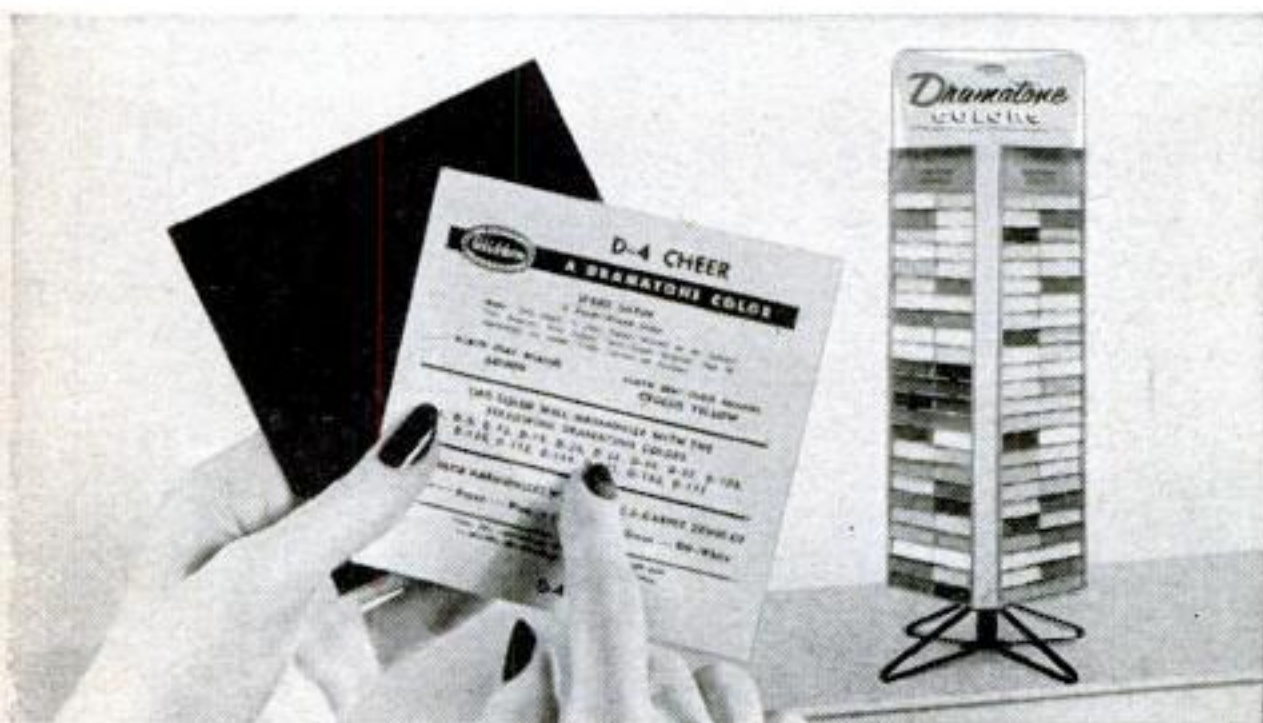


YOU CAN ALWAYS TOUCH UP SPOTS you miss. Touchups blend perfectly; you can't locate them when the paint dries. And you get no brush or lap marks with SPRED SATIN.

SPRED SATIN dries as two paint films in one — gives you colors that stay bright and new. Colors are bound into a protective, latex film by a strong, interlocking film of *poly-AM* — makes SPRED SATIN so durable you can wash and scrub it for years without loss of color! SPRED SATIN with *poly-AM* is unique. No other paint can match its performance. Glidden research on latex paint has been recognized by the U. S. Patent Office in the granting of a broad patent over latex paints *including the exclusive formula for SPRED SATIN!*



NO EXTRAS TO BUY when you paint with SPRED SATIN. You need no turpentine or solvents. No fire hazard while painting. Clean brush or roller quickly and easily under water tap.



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Pacemaker in Paints



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See SPRED SATIN demonstrated on two NBC-TV shows:



"today"
with Dave Garraway



HOME
with Arlene Francis

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and what a wonderful difference it is!



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ROTARY BLADE ACTION, and only **NORELCO** has it!

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2. No whisker pull. Norelco's 12 revolving blades shave off whiskers with the same stroke as a barber's blade.

3. No skin irritation, no painful nicks, no matter how heavy your shaving touch. Norelco's silver-steel blades g-i-v-e as you bear down.

4. Face needs no break-in period. Exclusive skin-stretcher upends each whisker, gives you great shaves from the very first.

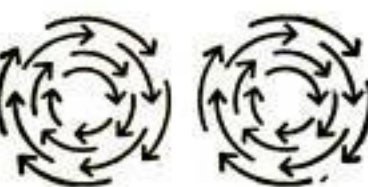
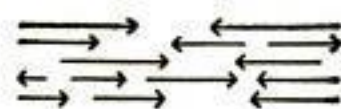
5. No repair-shop blues. Lubricated for life. Self-sharpening blades. Self-starting brush motor.

6. Easiest shaver to live with. Quietest of all 4 leading shavers. Designed to fit the hand. Cleans in a jiffy.

.....
For feminine grooming—the Lady Norelco electric razor (Model SC 7767).

For outdoor men—the Norelco Sportsman battery electric shaver (Model SC 7750).

Here's why **Rotary Blade Action** has made **Norelco*** the largest-selling electric shaver in the world—fastest-growing shaver in the U. S.



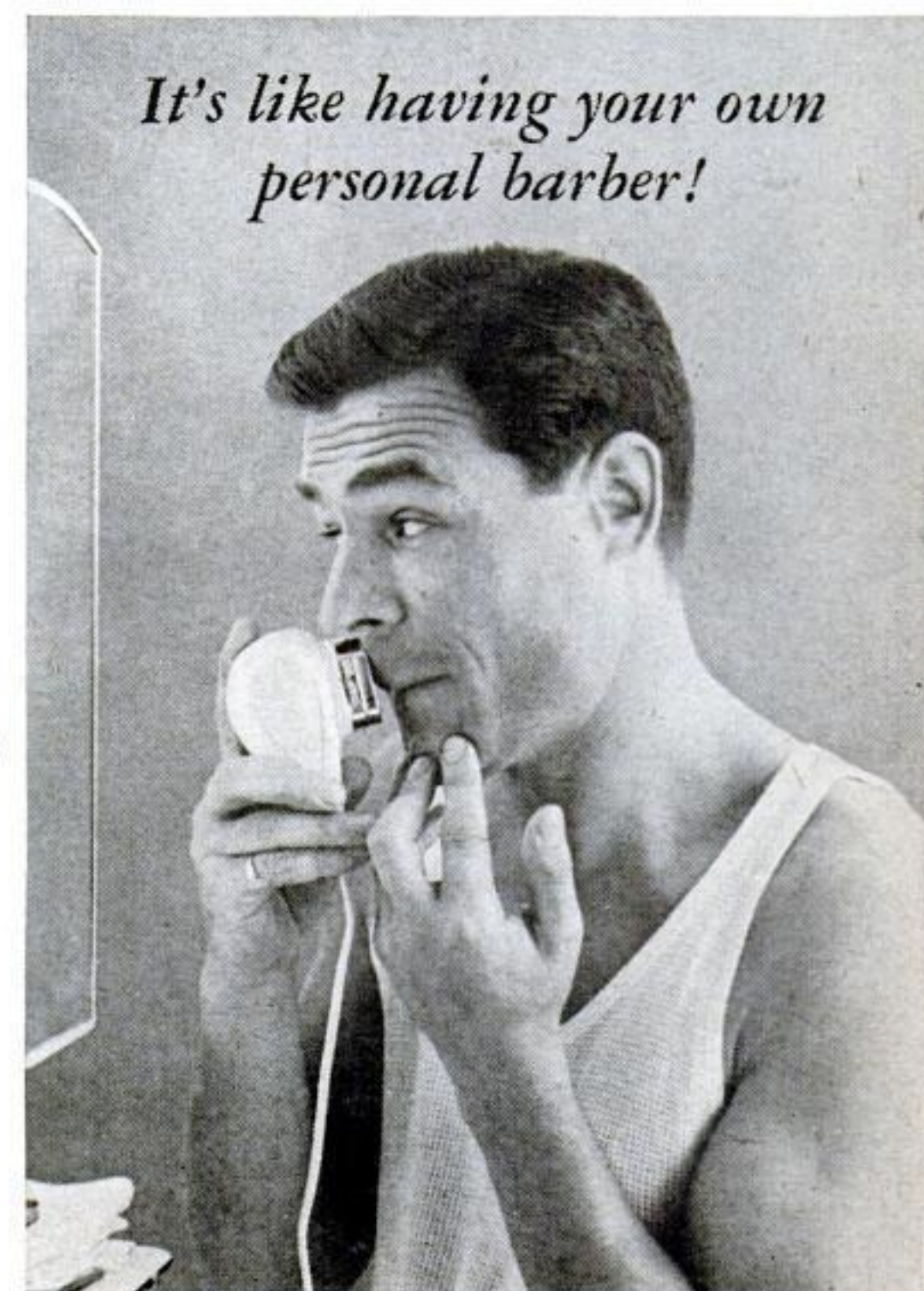
All other electric shavers shave you like this: as if your whiskers grew in rows, like corn.

Only NORELCO shaves you like this: the way your whiskers really grow.

15 day FREE home trial. No obligation. Offered by most dealers. Norelco's a great gift, too!

Norelco[®]
Rotary Electric Shavers

\$24⁹⁵ AC/DC
Model SC 7759
with travel case



It's like having your own personal barber!

*Known as PHILISHAVE in Canada and throughout the rest of the free world

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St.; New York 17; N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.



The Gentle Touch

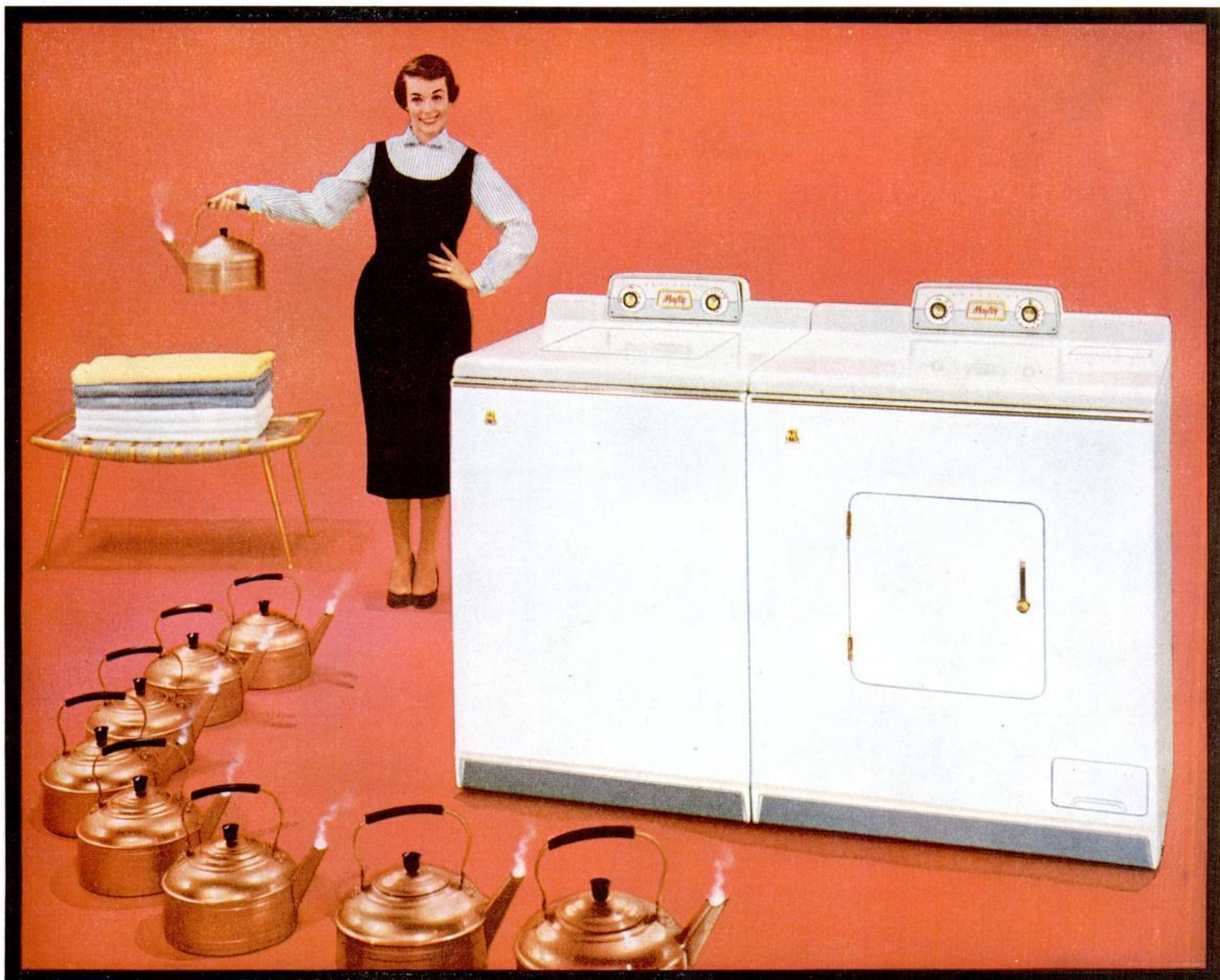
A GENTLE act, a gentle help, a gentle thing, can say so much. That's why gentleness is what modern taste demands in cigarettes. And why today's Philip Morris, born gentle, refined to special gentleness

in the making, makes so many friends among our young smokers. Enjoy the gentle pleasure, the fresh unfiltered flavor, of today's Philip Morris. In the convenient snap-open pack, regular or smart king size.

Philip Morris

...gentle for modern taste





These are the finest of the new Maytag washers and dryers. See the complete line of wringer and automatic washers, dryers, ironers, ranges and freezers...all made by Maytag.

new Maytag can save 9 gallons of hot water per load!

It's completely automatic, even for small loads!

Save 11½ gallons of water every time you wash a small load—and 9 gallons of this is *hot* water! Think of the savings over the years. Exclusive new Automatic Water Level Control saves on *both* wash and rinse, uses only the water you need for any size load! On full loads the Maytag Automatic uses less water than any other agitator type automatic—as much as 50% less. Exclusive Gyrafoam action and Double-Spin Tubs wash the grimest work clothes—the most delicate fabrics—thoroughly clean. Matching gas or electric dryer. Ask your dealer how *easy* it is to own a Maytag. *The Maytag Company, Newton, Iowa.*



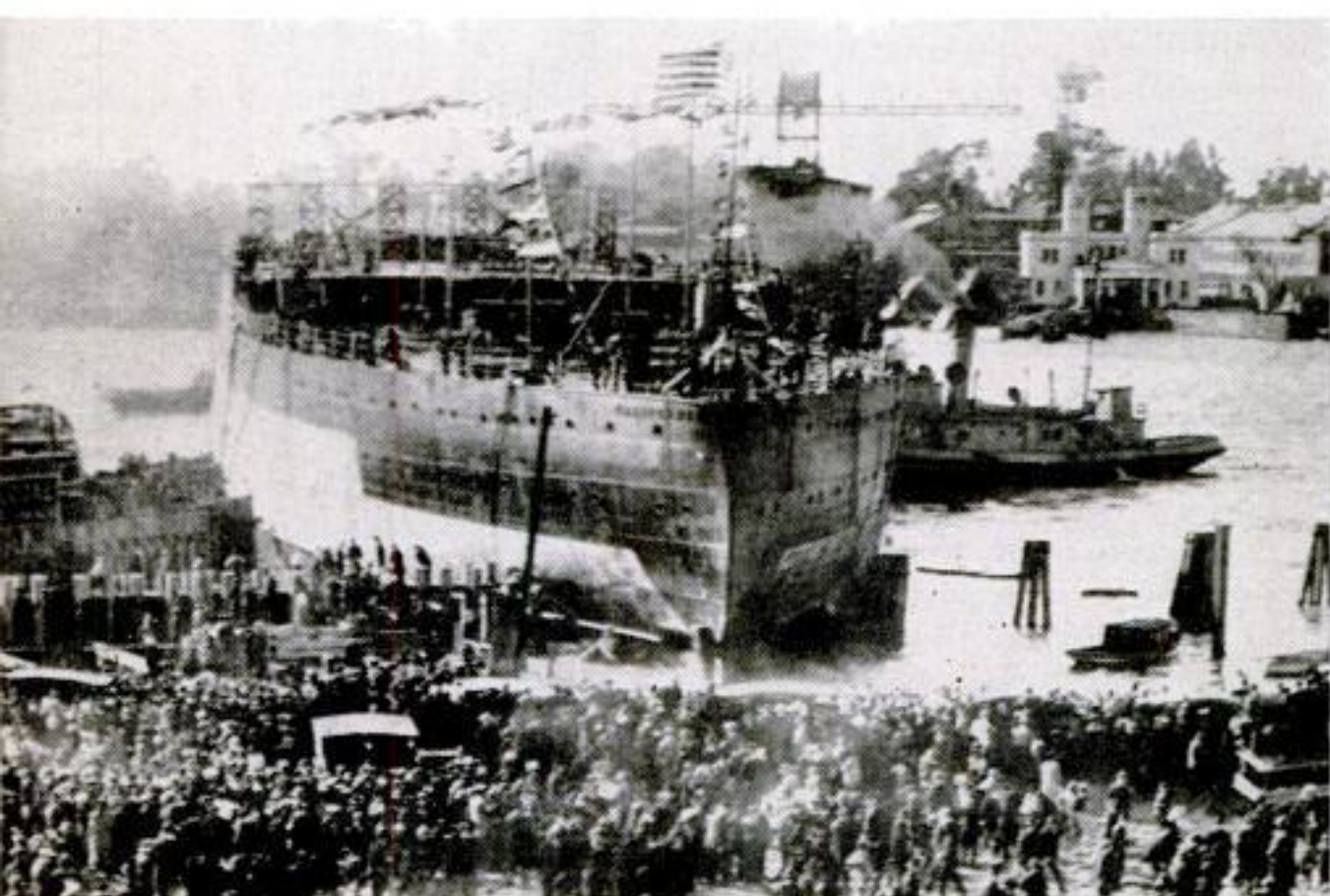
AUTOMATIC WATER LEVEL CONTROL—
Saves up to 11½ gallons of water on small loads—9 gallons are hot water!



SEE MAYTAG'S new TV show! The most exciting action stories of the Navy ever filmed! See paper for time, station.

MAYTAG ADVANCED AUTOMATICS

LETTERS TO THE EDITORS



"CALIFORNIA" ON RIVERBANK AFTER BEING LAUNCHED FROM OPPOSITE SHORE

THE JAPANESE LAUNCH A SHIP

Sirs:
At least one U.S. naval ship has been launched in the same manner as the *Veedol* ("Gaily the Japanese Launch a Ship," LIFE, Aug. 29). In 1919 the U.S.S. *California*, the first modern battleship to be built at Mare Island navy yard, moved majestically across the river when launched, and a considerable distance into the town of Vallejo. Damage, I believe, was slight, but the confusion was considerable.

ROBBINS W. ALLEN
Captain, U.S. Navy
Arlington, Va.

BILLION-DOLLAR FLASH FLOOD

Sirs:
LIFE goofed last week when it said that "all 4,000 inhabitants of Ellenville had to be evacuated" ("Billion-Dollar Flash Flood," LIFE, Aug. 29) during the serious flood which hit this area on the night of Aug. 18. This village was hard hit with flood waters which did some \$2 million in damage. Several homes and one small factory were totally destroyed. On the other hand only about 130 persons were evacuated from their homes as a precautionary measure. There was no loss of life. Governor Harriman was asked to declare Ellenville a disaster area because it was immediately apparent the village was in no financial position to cope with the problem of repairing the damage.

With the aid of the Army engineer corps, working under the direction of state and federal officials, rapid strides are being made in repairing the damage done by the flood.

HARRY M. THAYER
Editor

The Ellenville Press
Ellenville, N.Y.

Sirs:
You mentioned that the rains, an apparent result of Hurricane Diane, were not predicted to be so disastrous. I am wondering how the forecaster whom you wrote about last year (LIFE, Oct. 4, 1954) came out with his predictions. As I recall, he accurately predicted the paths of Carol and Edna in 1954.

DICK STOLLY

Lima, Ohio

Private Forecaster John E. Wallace ("Private Weather Eye," LIFE, Oct. 4, 1954) of Boston did not expect the deluge, predicted only showers and thundershowers.—ED.

SPECIAL HAPPY WORLD FOR A GRANDSON

Sirs:
LIFE has never run anything better than Billy Conner and his granddad down in Batesville, Ark. ("Special Happy World for a Grandson," LIFE, Aug. 29). Here is American life at its very best.

JOHN M. VIRDEN
Colonel, USAF (Ret.)
Chevy Chase, Md.

Sirs:
On the N. & W. Ry. we have a safety rule which reads: "Sitting on rails or ties in tracks, except when necessary in the performance of duty, is prohibited." My guess is the Missouri Pacific has a similar rule, and in this instance Section Foreman Conner was starting his grandson out wrong.

W. A. REED
Williamson, W. Va.

● Sitting on the tracks is against the rules, blushes old railroadman Conner, who has had a number of colleagues call him on it.—ED.

Sirs:
We were disappointed there wasn't a picture of Billy's pretty sister Sue, my baby sitter.

SUZANNE EVANS
Batesville, Ark.



SISTER SUE PRAYS WITH BILLY

MORAL MANDATE FOR AMERICANS

Sirs:
The Code of Conduct ("A Moral Mandate for All Americans," LIFE, Aug. 29) is a fine expression of the high standard of conduct which should be the aim of every American. However, I wonder if those responsible for the code were ever tortured and still remember everything they

CONTINUED

How to Lose Weight... without feeling hungry!

"Why be fat when you don't have to? Take AYDS and lose pounds this way without any trouble at all!"

...says **Linda Christian**

Doctors Prove Ayds Best and Safest in Tests on 240 Overweight Women & Men!

Ayds users lose almost twice as many pounds! In a well-known New England clinic, doctors tested four different reducing methods: bulk wafers, lozenges, pills—and modern AYDS. The 240 men and women who participated were tested under carefully controlled clinical conditions. Those who took AYDS averaged the greatest weight loss—almost twice as many pounds as the second product! Not only that—the people who took AYDS had no nervousness, sleeplessness, or unpleasant "side effects"! An actual reprint of this Medical Report will be sent to your physician at his request. He should write: CAMPANA, Box MD, Batavia, Illinois.

No Drugs or Diet—No "Hunger Pangs"!
It's easy! With AYDS, you lose weight the way Nature intended you to. Taken before meals as directed, this delicious low-calorie candy—enriched with health-giving vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! So without irritating self-denial, you automatically eat less and lose weight naturally, safely, quickly. You're slimmer, lovelier in a few short weeks!

Guaranteed to Work for You!

Many AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores.



Linda says many Hollywood stars use AYDS. She told us between 'takes,' "AYDS has done wonderful things for my figure. I recommend it."



Vacationing in Acapulco, Linda drinks in the hot sun and cool breezes. "I not only look better, but feel better when I take AYDS."



A Campana Product

Take **Ayds**...first aid for overweight!

a NEW KIND of deodorant!



ban lotion deodorant
rolls on

**More effective than creams!
Easier to apply than sprays!***

This is BAN—the new lotion deodorant that *rolls* on with a revolving marble built into the bottle top. BAN automatically applies just the right amount of pleasing lotion to check perspiration moisture . . . stop odor for a *full* 24 hours. Get new BAN today—98¢ wherever fine toiletries are sold.

- no drip—no waste—no messy fingers
- safe for normal skin
- protects round the clock
- keeps underarms dry for hours
- can be applied even after shaving
- won't stain clothes

Deodorant } —all rolled into one
Anti-perspirant } —that's **ban**
Pleasing lotion }

Another Fine Product of Bristol-Myers,
Makers of Bufferin and Ipana



*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

LETTERS TO THE EDITORS CONTINUED

went through. It reminds me of the man who said he would starve rather than steal but, asked if he had ever endured extreme hunger, replied he had never been hungry in his life.

GEORGE E. HUDSON
Hyattsville, Md.

Sirs:

I resent the fact that people will think the ethics of the Old Testament are not as good as those of the New Testament when they read in connection with the code of conduct: "Primitive man and his barbarian descendants annihilated or enslaved all foemen captured. One finds in Samuel: 'Thus saith the Lord of Hosts . . . go and smite Amalek and utterly destroy all they have, and spare them not.' " Amalek had sinned against God since the time of Esau, 400 years, and had climaxed its crimes by pouncing on and killing faint and weary Israelites whom God was leading through the wilderness. The destruction of the Amalekites was for the good of humanity.

BYRON C. NELSON
Pastor

Trinity Lutheran Church
Spooner, Wis.

MAGNIFICENT GREEK REVIVAL

Sirs:

The parlor shown in "The Magnificent Greek Revival" (LIFE, Aug. 29) and described as an "ideal interior" was in the New York home of John Cox Stevens, son of the founder of Stevens Institute of Technology. A contemporary writer refers to "Mr. John C. Stevens' palace," of which he says "The Palais Bourbon in Paris, Buckingham Palace in London and Sans Souci at Berlin are little grander than this residence of a simple citizen of our republican city; a steamboat builder and proprietor, but a mighty good fellow and most hospitable host as all who know him will testify." The exterior of the house (*below*) had the same "Greek magnificence" as the interior.

WILLIAM B. CRIST
Stevens Institute of Technology
Hoboken, N.J.



STEVENS' NEW YORK PALACE

Sirs:

The pictures of Andalusia and the Philadelphia Art Museum and aquarium are beautifully done. They give a fine feeling of the gracefulness and the architectural significance of these buildings.

JOSEPH S. CLARK JR.
Mayor

Philadelphia, Pa.

Sirs:

Re Greek Revival: "Lasting monuments to the imagination of Americans" should have read "Lasting monuments to some Americans who had no imagination." They only copied, not created.

JACK MURCHISON
Palestine, Texas

Sirs:

I have spent some time searching for a picture of a true Duncan Phyfe sideboard. Do you have one?

SUE MARKEY CALDWELL
South Boston, Va.



A RARE DUNCAN PHYFE SIDEBOARD

● Only a few Duncan Phyfe sideboards are known to exist. The one above belongs to Henry Ford Museum, Dearborn, Mich.—ED.

IRISH FANATICS FIRE OLD FEUD

Sirs:

As National Director of the Ancient Order of Hibernians in America, I am impelled to denounce the article entitled "Irish Fanatics Fire Old Feud" (LIFE, Aug. 29). The activity by the Irish Republican Army and the interest of the Irish-American organizations are not new but something that has been going on since the unjust partition of Ireland by the English in 1920.

JEREMIAH J. O'CALLAGHAN
Jersey City, N.J.

Sirs:

How proud these I.R.A. Irishmen must feel—so proud that they hide their faces. Those in the U.S. and England are glad to earn bread and butter in a country other than their own; so let them hold their peace or go back to their beloved country and do their heckling there.

CELIA WILSON
Pelham Manor, N.Y.

Sirs:

Your choice of the word "fanatics," we will gladly accept. The fight for complete Irish freedom will never end until every vestige of British rule is driven from "The Land of Saints and Scholars."

THOMAS J. MCGUIGAN JR.
President

The Fenian Society
Philadelphia, Pa.

CONTINUED

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

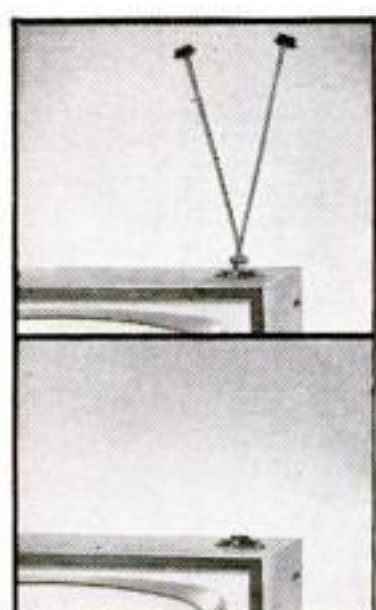
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ANNOUNCING CROSLEY'S NEW SUPER-POWERED 7-LEAGUE CHASSIS WITH

Zoom-a-tenna



HERE'S A BUILT-IN ANTENNA THAT ZOOMS UP FOR A BETTER PICTURE...
ZOOMS DOWN FOR NEW NEATNESS



Now you see it . . .

Crosley's exclusive new "Zoom-a-tenna"
that gives you a *better picture*.

Now you don't!

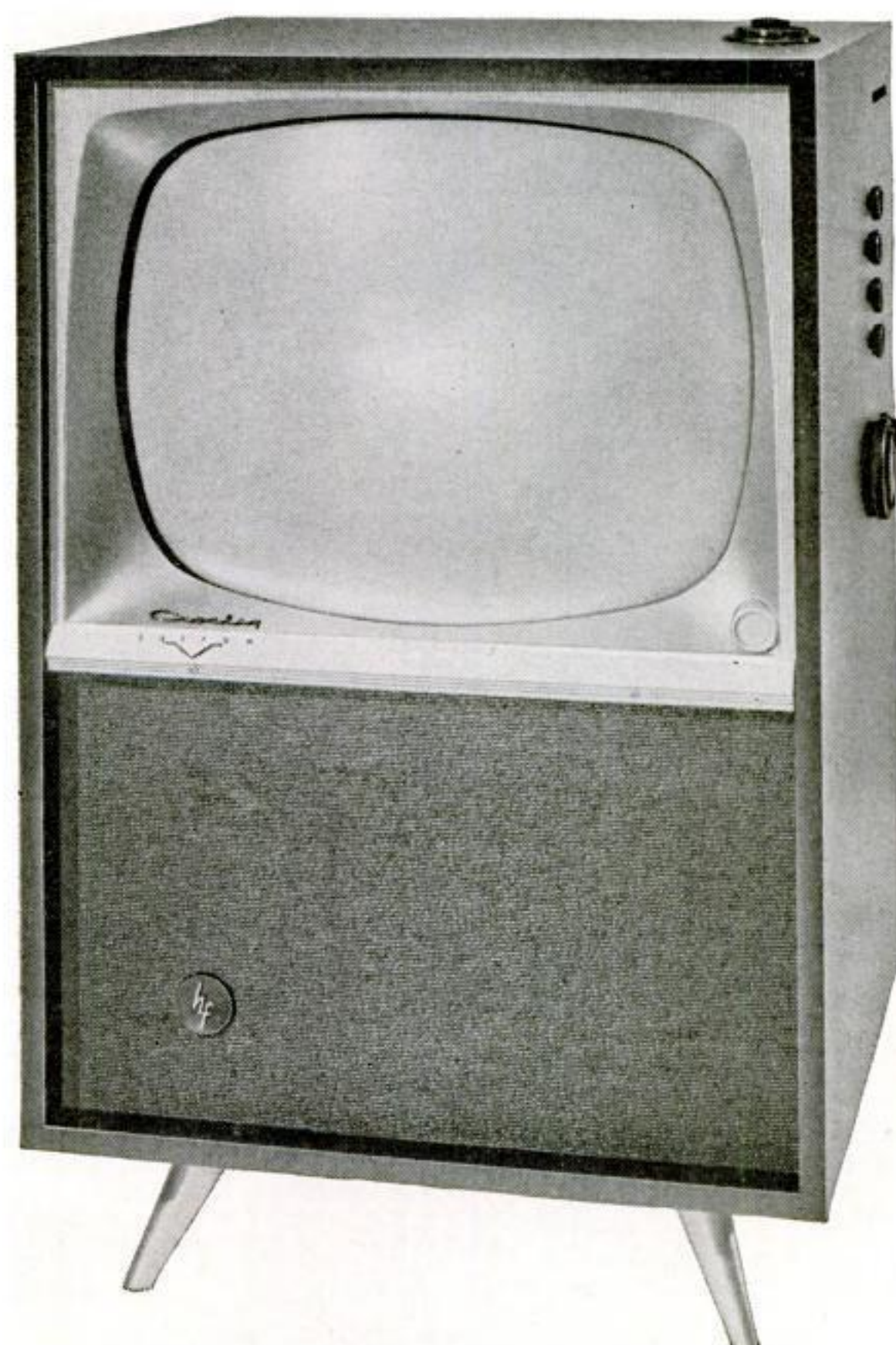
It zooms down *out of sight* at a touch
when your set is not in use.

No need for unsightly roof antennas in most areas with the new 1956 Crosley Custom V. The exclusive new "Zoom-a-tenna" gives you the *picture* you want . . . the powerful 7-league chassis reaches out for the *station* you want! The *exclusive* luminous "TV Eye" tells you the station from across the room.

Here indeed are differences you can *see*.

So let your Crosley dealer show you the brand-new, all new Crosley TV line. Prices begin at a modest \$129.95. And realize that the differences you *see* in Crosley are the sign of extras you *can't see* . . . *quality engineering* that'll show up in so many enjoyable ways—month after month, year after year.

THE CROSLEY RIDGEWOOD CUSTOM V is shown in Rosewood Mahogany.
This style is also available in Blonde Oak.



Crosley Custom V—with the difference you can see!

 Crosley Division, Cincinnati 25, Ohio

Munsingwear®

gives you 7 most wanted comfort features in Balbriggan Pajamas

1. Premium cotton is comfort-knit to "move" with you, never binds. 2. No buttons to prod, or come off. 3. Nylon-reinforced, stay-in-place neckband, sleeves, cuffs. 4. Elastic easy-breathing "boxer" waistband. 5. Neck-to-ankle no-draft warmth. 6. Full blouse and "ski" trousers never "pull." 7. Overlap fly always lies flat. And guaranteed not to shrink out of fit!

Lad's are
just like Dad's



BOYS' \$2.95
Sizes 2-12
5 color combinations
Boys' sizes 12-20 \$3.50

MEN'S \$4.95
Sizes A, B, C, D
6 color combinations
E and 6-footer \$5.50

Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. Men's and boys' underwear, sleepwear, socks and sport shirts. Manufactured and sold in Canada by Stanfield's Ltd.

LETTERS TO THE EDITORS

—CONTINUED—

JOHN MARSHALL'S LIVING LEGACY

Sirs:

I find Spinoza's idea about the law in your editorial ("John Marshall's Living Legacy," LIFE, Aug. 29) rather archaic because no state is fit to free a man or woman from fear. The state must be liberal enough to guarantee the individual's right to free himself from spiritual and/or political totalitarianisms. Furthermore the state must allow and support the freedom to express new ideas regardless of how anticultural they may be.

SONJA NEBORAK

Birdsboro, Pa.

Sirs:

Chief Justice Marshall did not say that the power to tax is the power to destroy. He argued that the power to tax *involves* the power to destroy. The difference is substantial.

HARRY TREININ

Corning, N.Y.

MacARTHUR, PART III

Sirs:

My son asked me with whom of the great generals of the past I would compare MacArthur ("MacArthur's Rendezvous with History, Part III," LIFE, Aug. 29). Scipio Africanus came to mind. . . . A far-flung military genius, the conscious knowledge of circumstances and an adamant endeavor toward the highest aims.

O. V. DEIS

San Francisco, Calif.

Sirs:

If it were possible to increase my admiration for General MacArthur, your third article by General Whitney did just that.

FLORENCE H. WALTHER

Lexington, Mich.

Sirs:

The officers who flew from Washington and argued with MacArthur must have realized that it was possible to succeed only if Inchon was not fully defended. They were not fools, as General Whitney's article implies. They were eminently right. Say, if you will, that MacArthur was lucky and that God was with us. But don't enshrine Inchon as a victory won by the sound and inspired military planning of a great genius.

H. A. CALAHAN

Mamaroneck, N.Y.

Please send

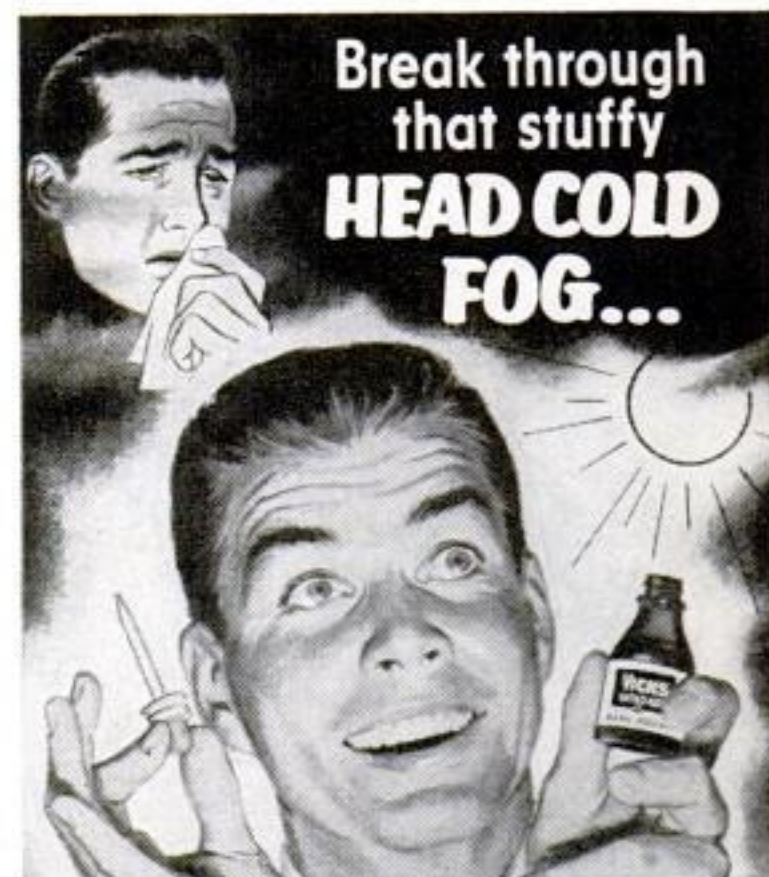


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OPENS UP YOUR NOSE

Breathe Again!

Don't go on suffering all the miseries of a head cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol® Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief from sniffles and sneezes. Try it today!

VICKS VA-TRO-NOL NOSE DROPS



NOW—for children...

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

New MILD VICKS VA-TRO-NOL Nose Drops

NEW, INVISIBLE HAIR TONIC!

Revolutionary principle makes new Beau Kreml hair tonic *invisible*! You can't see it because it doesn't plaster down your hair. Two special ingredients—found *only* in Beau Kreml—groom each hair individually so it falls into place with a *natural* look. Your hair stays neat all day! Get *invisible* Beau Kreml now!

QUICK RELIEF
TUMS 10¢
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

Corns Sore Toes, Tender Spots
NERVE-DEEP RELIEF!
Pain Stops FAST!

No waiting! Super-Soft Dr. Scholl's Zino-pads stop pain at its source ever so fast . . . remove corns one of the fastest ways known to medical science . . . stop corns before they can develop . . . ease new or tight shoes . . . prevent sore toes, blisters. No other method does all this! For **FREE** sample, write Dr. Scholl's, Inc., Chicago 10, Ill.

Super-soft Dr. Scholl's Zino-pads

BIG PRIZE CONTEST!



1ST PRIZE

Luxurious, brand-new Studebaker Commander model.

**Just write the last line
of this jingle.**

*With "JONNY" Mop you'll find it's play
To brighten toilet bowls today.
One foaming pad is all you need—
You'll clean, deodorize with speed*

(_____)

Sample line is, "Then 'Jonny' Mop will flush away." Now write your own. You can do better.

Facts about "Jonny" Mop to help you:

"Jonny" Mop is the only disposable toilet mop. With its own foaming cleansing action, one pad cleans and deodorizes your toilet bowl. Pad flicks off, is flushed away. Permanent handle rinses clean. No germy, drippy brush, no wet hands, with sanitary "Jonny" Mop. Guaranteed not to clog drains or harm septic tanks.

OFFICIAL RULES OF CONTEST

1. Complete last line of jingle in your own words, rhyme with TO-DAY. Print on official entry blank or on plain paper. Include your name and address, also your dealer's.
2. Submit as many entries as you wish, but each entry must be accompanied by demonstration picture No. 1, either from the "Jonny" Mop handle package or refill-pad package. Mail to "Jonny" Mop, Box L 740, New York 46, New York. Ask your dealer to help. If you win, he, too, will win.
3. Contest open to residents of continental United States and Canada, except employees of Personal Products Corp., its affiliated companies, its ad agencies and their families. One prize to a family. Contest subject to all federal and state regulations. Contest closes midnight, Nov. 30, 1955.
4. Entries will be judged by The R. H. Donnelley Corporation for originality, uniqueness and aptness of thought. Judges' decisions are final. Duplicate prizes will be awarded in case of ties. No entries will be returned. All entries become the property of Personal Products.
5. Prizes will be awarded as listed elsewhere in this advertisement*.
6. Winners will be notified by mail about four weeks after close of contest. List of winners will be available to those requesting same.



2ND PRIZE

Wonderful modern all-electric Westinghouse Kitchen. Complete with range, refrigerator, freezer.

3RD PRIZE

Glamorous royal pastel mink stole, styled by Denise Furriers of New York.



NEXT 17 PRIZES

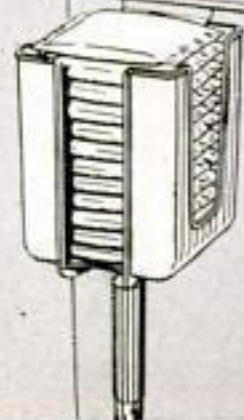
Roto-Broil's King-Size "Riviera" Infrared Rotisserie.

NEXT 10 PRIZES

Westinghouse electric toasters, fully automatic.

***AND EVERY CONTESTANT
WINS A PRIZE!** →

Just for entering the contest, we will send you a beautiful china-white "Jonny" Mop Pad Dispenser, retail value 75¢.



jonny mop
TRADE MARK PATENT APPLIED FOR DISPOSABLE TOILET MOP

Personal Products Corp., "Jonny" Mop, Box L 740, New York 46, N.Y.

I enclose demonstration picture No. 1 from the "Jonny" Mop package (handle or pads). Here is my suggested last line for the jingle.

(_____)

Name _____

Address _____

City _____ State _____

Name of Dealer _____

Address _____

COLUMBIA RECORDS *and its* ANNOUNCE

COLUMBIA

and to start your membership you may choose

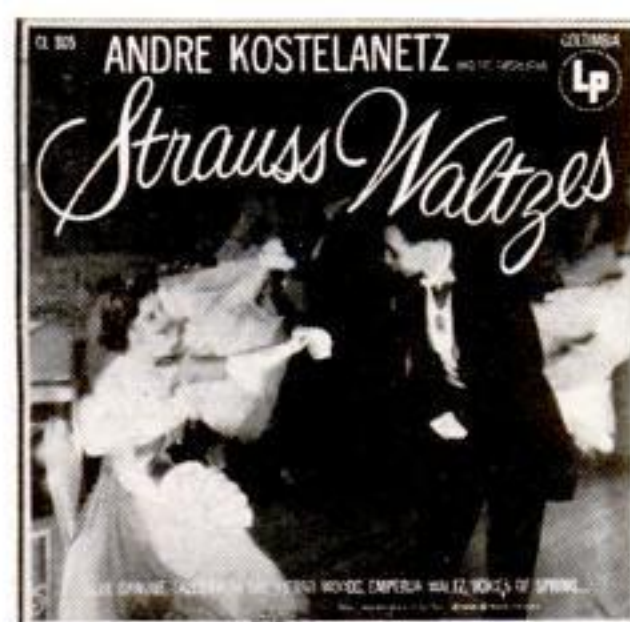
FREE

any one of these magnificent 12" high fidelity

COLUMBIA RECORDS



PICTURES AT AN EXHIBITION
(Moussorgsky-Ravel)
FIREBIRD SUITE (Stravinsky)
The Philadelphia Orchestra,
Eugene Ormandy, conducting
ML 4700



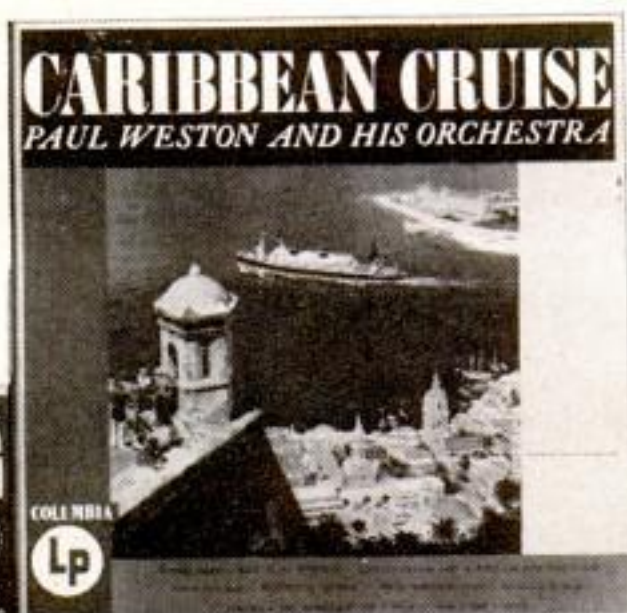
STRAUSS WALTZES BY
ANDRE KOSTELANETZ
Andre Kostelanetz and his
Orchestra CL 805



OKLAHOMA!
(Rodgers-Hammerstein)
Nelson Eddy with Supporting
Cast ML 4598



THE PAJAMA GAME
Original Broadway Cast
ML 4840



CARIBBEAN CRUISE
Paul Weston and his
Orchestra CL 572



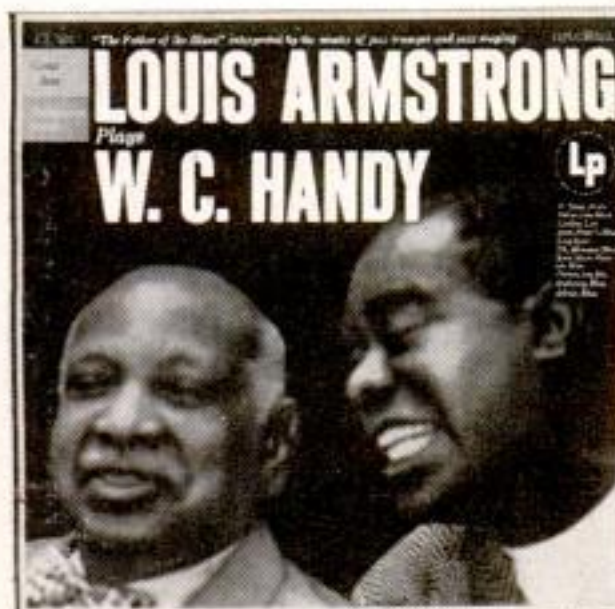
BENNY GOODMAN PRESENTS
FLETCHER HENDERSON
ARRANGEMENTS CL 524



SYMPHONY NO. 41 ("Jupiter") (Mozart)
SYMPHONY NO. 38 ("Prague") (Mozart)
Sir Thomas Beecham, Bart.,
conducting The Royal
Philharmonic Orchestra
ML 4313



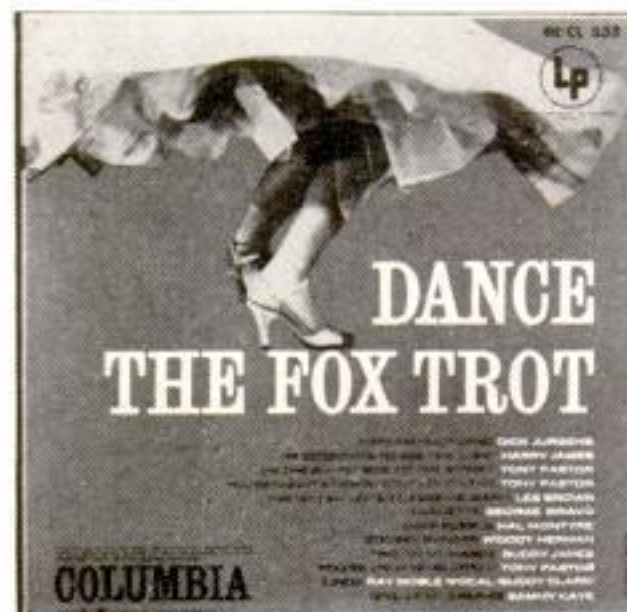
MUSIC FROM HOLLYWOOD
Percy Faith and his Orchestra
CL 577



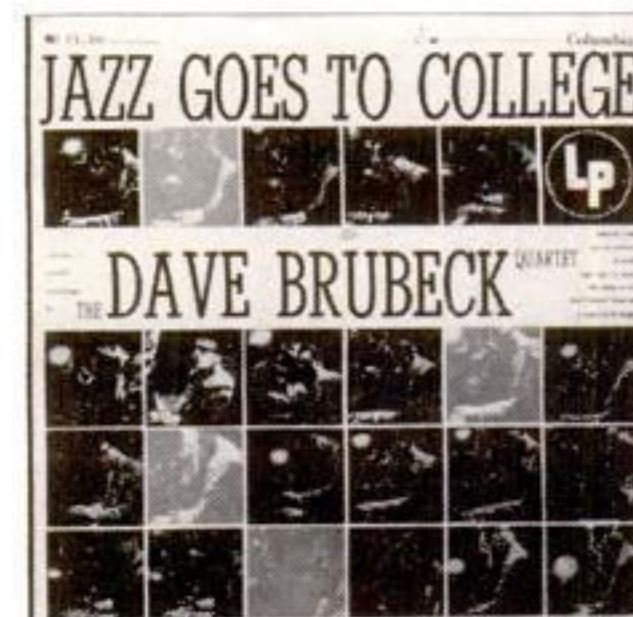
LOUIS ARMSTRONG PLAYS
W. C. HANDY
Louis Armstrong and his
All-Stars CL 591



SYMPHONY NO. 2 (Beethoven)
SYMPHONY NO. 4 (Beethoven)
Philharmonic-Symphony
Orchestra of New York
Bruno Walter, conducting
ML 4596



DANCE THE FOX TROT
Harry James, Les Brown,
Woody Herman and others
CL 533





JAZZ GOES TO COLLEGE
The Dave Brubeck Quartet
CL 566


COLUMBIA

ESTABLISHED DEALERS




THE NEW

RECORD CLUB

WHICH of the magnificent 12" high fidelity Columbia  records shown here shall we send you FREE . . . to start your membership in the exciting new Columbia  Record Club?

Yes, you may have any one of these great Columbia  records without cost; you do not pay a penny for it now or later. And just look at the list from which you choose! It's a dazzling array of the most brilliant names in music. There are selections to please every taste, from classical to jazz.


SENSATIONAL NEW WAY TO GET COLUMBIA RECORDS

How is it possible to offer such valuable Columbia  records free? The answer is: another innovation by Columbia Records. Yes, the same famous recording company that originated the  record and pioneered high fidelity recording now launches the Columbia  Record Club. This plan provides the surest, easiest, most convenient way ever devised to obtain the records you want—in your own home—and at tremendous savings. These savings, effected by the large-scale economies of club operation, are passed on to you by Columbia Records in the form of extra, free Bonus records.



THE RECORDS YOU WANT DELIVERED TO YOUR DOOR

Each month, the Club's musical experts make their selections of the top records in four major fields of music. As a member, you may choose the music you like best from any of the following Club Divisions:


1. Classical
2. Listening and Dancing
3. Broadway, Movies, Television and Musical Comedies
4. Jazz

You receive advance information about all forthcoming Club Selections. You are free to accept or reject any of them. You decide at leisure, in easy-chair comfort at home. The records you want are delivered to your door by mail, direct from the Columbia factory—factory-sealed in protective plastic envelopes and never before played. *AND for every two records you buy, you receive a special 12" Columbia  Bonus record FREE!*

A FREE BONUS RECORD FOR EVERY TWO YOU BUY

Yes, you receive a free 12" Columbia  Bonus record for every two regular Club Selections you accept. All Bonus records will be of the same superlative quality—12" Columbia  records! What's more, they will be special records made exclusively for Club members, in limited editions not available to the general public. Every type of music will be selected for Bonus records. You make your own choice from a wide selection.

FREE! COLUMBIA RECORD CLUB MAGAZINE EXPERT GUIDANCE IN CHOOSING RECORDS

As a member, you receive every month, free, the attractive Columbia  Record Club Magazine which lists and describes the Club's current Selections in each musical Division, with alternate recommendations. The Magazine also provides helpful interpretive notes and interesting information about the composers and recording artists represented.

HOW THE CLUB OPERATES

You enroll in the Division of your choice. However, regardless of the Division you join, you will be free to choose records from any other Division. The monthly Magazine brings you complete, advance information about all Club Selections. It lists the monthly Selection and an alternate choice in each of the four Divisions.

Naturally, you will be most interested in the record Selection for your Division. If you decide you'd like to have it, you simply let it come to you, automatically, by mail. If you do not want it, you so notify the Club by returning the convenient mailing form always provided. You may, if you wish, order the alternate record for your Division, or records from any other Division. Or you may take no record at all that month. It is entirely for you to say which records you want or do not want.

Your only obligation as a member is to accept at least four records a year from among all the Club's monthly Selections and alternates. This gives you a yearly total of almost 100 outstanding records from which to choose four. You may cancel your membership any time after purchasing four records.

CHOOSE THE RECORDS YOU WANT PAY FOR THEM LATER



All records are mailed to you without your sending any money in advance. There is nothing to pay on delivery. Records are billed to you at the regular list price, usually \$3.95, but occasionally \$4.98 when the list price requires. A small charge is added for mailing. Free Bonus records are given for every two records purchased regardless of price.

HOW TO JOIN

You may enroll by taking the coupon to any established Columbia Records dealer's shop, or by sending it direct to the Club. In either case, your gift record is mailed to you free.

ACT NOW!

DON'T MISS THIS GREAT FREE OFFER!

Choose your free gift record now. Decide which of the magnificent recordings offered in this announcement you want to own. It's yours without cost—a superb 12" high fidelity Columbia  record, the finest in music performed by great name artists. And remember, this is only the first of many benefits you'll enjoy by joining the Columbia  Record Club now. Send the coupon promptly while you have this offer before you, or see your favorite Columbia dealer at once.



4 MUSICAL DIVISIONS TO PLEASE EVERY TASTE

CLASSICAL



Beethoven, Wagner, Tchaikovsky, Brahms, Mozart, Mendelssohn, Haydn, Debussy and other immortals, played by the world's finest orchestras, under outstanding conductors.

LISTENING AND DANCING

Music for gracious living, for relaxation, for dancing. Percy Faith, Andre Kostelanetz, Paul Weston, Xavier Cugat, Sammy Kaye and others, playing your favorite music.



BROADWAY, MOVIES, TELEVISION AND MUSICAL COMEDIES

Prized albums of such great shows as "Kiss Me Kate", "Pal Joey", "Gentlemen Prefer Blondes" and many other hits to come.



JAZZ


Louis Armstrong, Bix Beiderbecke, Count Basie, Duke Ellington, Woody Herman, Benny Goodman, Dave Brubeck, Eddie Condon, Gene Krupa and other jazz greats.



A few of the world-famous artists whose performances will be available to Club members

Louis Armstrong
Count Basie
Sir Thomas Beecham, Bart.
Tony Bennett
Victor Borge
Dave Brubeck
Budapest String Quartet
Robert Casadesu
Pablo Casals
Rosemary Clooney
Xavier Cugat
Doris Day
Nelson Eddy
Duke Ellington
Percy Faith
Zino Francescatti
Benny Goodman
Woody Herman
Mahalia Jackson
Harry James
Sammy Kaye
Andre Kostelanetz
Gene Krupa
Frankie Laine
Michel Legrand
Oscar Levant
Liberace
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Eugene Ormandy
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Philharmonic-Symphony Orchestra of New York
Ezio Pinza
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Albert Schweitzer
Rudolf Serkin
Frank Sinatra
Jo Stafford
Isaac Stern
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Joseph Szigeti
Richard Tucker
Sarah Vaughan
Bruno Walter

TAKE OR MAIL THIS COUPON TO YOUR COLUMBIA RECORDS DEALER OR IF THERE IS NONE NEAR YOU MAIL DIRECT TO


COLUMBIA  RECORD CLUB, DEPT 112
165 WEST 46TH STREET, NEW YORK 36, N. Y.

Enroll me as a member and send me as my FREE gift for joining . . .

(TITLE OF RECORD DESIRED - CATALOG NUMBER)

. . . and enter my membership in the Division I have checked:

☐ Classical; ☐ Listening and Dancing;
☐ Broadway, Movies, Television and Musical Comedies; ☐ Jazz.

My only obligation as a Member is to accept at least four Columbia  records within the next twelve months from the Club's monthly Selections and alternate recommendations. These records will be mailed to me at the regular list price, plus a small mailing charge, and, for every two records I purchase, I am to receive a Bonus record FREE. I reserve the right to cancel my membership after buying four records.

Name.....
(Please Print)

Address.....

City.....Zone.....State.....

NOTE: Please return this coupon only if you have a 33 1/3 rpm record player.

If you desire, you may order any of the following current Club Selections now, no money in advance, to be sent with your free record. These records count as credits toward Bonus records.

- | | |
|--|---|
| <input type="checkbox"/> GAÎTE PARISIENNE — Ballet (Offenbach) LES SYLPHIDES — Ballet (Chopin)
The Philadelphia Orchestra, Eugene Ormandy conducting
CL 741 \$3.95 | <input type="checkbox"/> SOFT LIGHTS, SWEET TRUMPET
Harry James and his Orchestra
CL 581 \$3.95 |
| <input type="checkbox"/> MUSIC OF IRVING BERLIN
Andre Kostelanetz and his Orchestra
CL 768 \$3.95 | <input type="checkbox"/> LOVE ME OR LEAVE ME
(From the Sound Track of the MGM Production) Doris Day, with Orchestra conducted by Percy Faith
CL 710 \$3.95 |
| <input type="checkbox"/> CONCERTO IN E MINOR FOR VIOLIN AND ORCHESTRA.
Op. 64 (Mendelssohn)
CONCERTO IN D MAJOR FOR VIOLIN AND ORCHESTRA.
Op. 35 (Tchaikovsky)
Zino Francescatti, Violin, with the Philharmonic-Symphony Orchestra of New York, Dimitri Mitropoulos conducting
ML 4965 \$4.98 | <input type="checkbox"/> SATCH PLAYS FATS
Louis Armstrong and his All-Stars
CL 708 \$3.95 |
| | <input type="checkbox"/> KISMET
(Orchestral Music from the Broadway Production) Percy Faith and his Orchestra
CL 550 \$3.95 |
| | <input type="checkbox"/> THE THREE HERDS
Woody Herman and his Orchestra
CL 592 \$3.95 |

RECORD CLUB 165 WEST 46TH STREET
NEW YORK 36, N. Y.



Even a little shrinkage can ruin a style!

Once a cotton shrinks—especially one of today's close-fitting cottons—you might as well chalk the loss up to experience, and toss it in the rubbish.

But *must* you learn the hard way?

You *know*—from long and happy association—that "Sanforized" means "you can wash it, and it won't shrink."

So whether you're looking for a low-priced cotton, a medium-priced cotton or a high-priced cotton, *always* look for the "Sanforized" label . . . and be *sure* of permanent fit, permanent style.

•SANFORIZED•

TRADE MARK

SAVES THE STYLE . . . PROTECTS YOU AGAINST SHRINKAGE

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

You wouldn't bathe like this—



why rest second-best on an outdated MATTRESS?

Mrs. America bathed in her washtub—before modern bathrooms! And she slept on flat bedsprings—before box springs eased her aches! Next step was padded-spring mattresses—but the Science of Slumber marched on. Today, millions are switching from all those old-style beddings to the AIRFOAM-ENGLANDER combination!

Is it here to stay? Definitely — for the latest national survey shows that 9 out of 10 owners of foam rubber mattresses say they will never buy any other kind!

*Why do so many sleepers prefer AIRFOAM? They give the same reasons you would: an entirely new “lift” that composes tired bodies, helps ease taut nerves—plus the many advantages listed below. And here’s a clincher: Any mattress you buy is an investment for years to come. Why not start all those years with what’s really *new*, really *proved*—and already replacing the outdated? Goodyear, Airfoam Dept., Akron 16, Ohio.*

..... Why your AIRFOAM-ENGLANDER will still be best in years to come

Firm, all-over support—Continuous honeycomb of uplifting AIRFOAM is strongest where your weight is greatest, “floats” you to sleep in a healthful posture.



Cradles every curve—AIRFOAM, with over half a million air cushions in each cubic inch, buoys up back and body-hollows, permits nerves, joints, muscles to relax—helps induce deep, sweet slumber.

A boon to allergy sufferers—Unlike other type cushionings, AIRFOAM DOESN'T generate dust, lint or fluff to excite the common allergies.

Never needs turning—AIRFOAM “breathes” fresh air with your every motion, keeps itself cool, fresh, plump and inviting.

Longest-lasting—because AIRFOAM is scientifically molded all in one piece (See #1). There are no parts to loosen, sag, snag or break down!

In the AIRFOAM-ENGLANDER combination, the springs are *where they do the most good*—a resilient upper layer (2) and a firm lower layer (3) in the ENGLANDER Red-Line Foundation!





AIRFOAM Mattress...\$79.75
ENGLANDER RED-LINE
Foundation...\$69.75
Prices subject to change without notice.

Englander
THE FINEST NAME IN SLEEP

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago



A Fleet of Flying Saucers



over New York? TO SEE HOW THEY GOT THERE, TURN THE PAGE

Life by Formfit



Daytime.....

Choose a bra that molds definitely, but without exaggeration for your dresses, suits, sweaters. Here, in nylon taffeta for day-long ease. Life Romance No. 582, \$3.50.

Playtime.....

Now you want a bra with an uplift that won't wilt or waver even through a bowling match or a day on the golf links. This is it—in cool, fresh cotton. Life Thrill No. 587, \$2.50.

Jaytime.....

For that extra measure of gay-time glamour, this brassiere that slims your midriff while it shapes your bustline. Here, in lovely nylon. Life Confidential No. 380, \$10.95.



Anytime... From the PTA to a party at the Club...

...from the butcher's and baker's to the bowling alley! How to stay fashion-right through your busy days?

Just start your changes with Life by Formfit. For the bra that's wonderful with your strapless sheath can jeopardize your jerseys! Only Formfit brings you bras to meet *all* your fashion needs. "Match up" your every outfit with its own Life Bra—and see the beautiful difference!



Formfit

CREATIONS

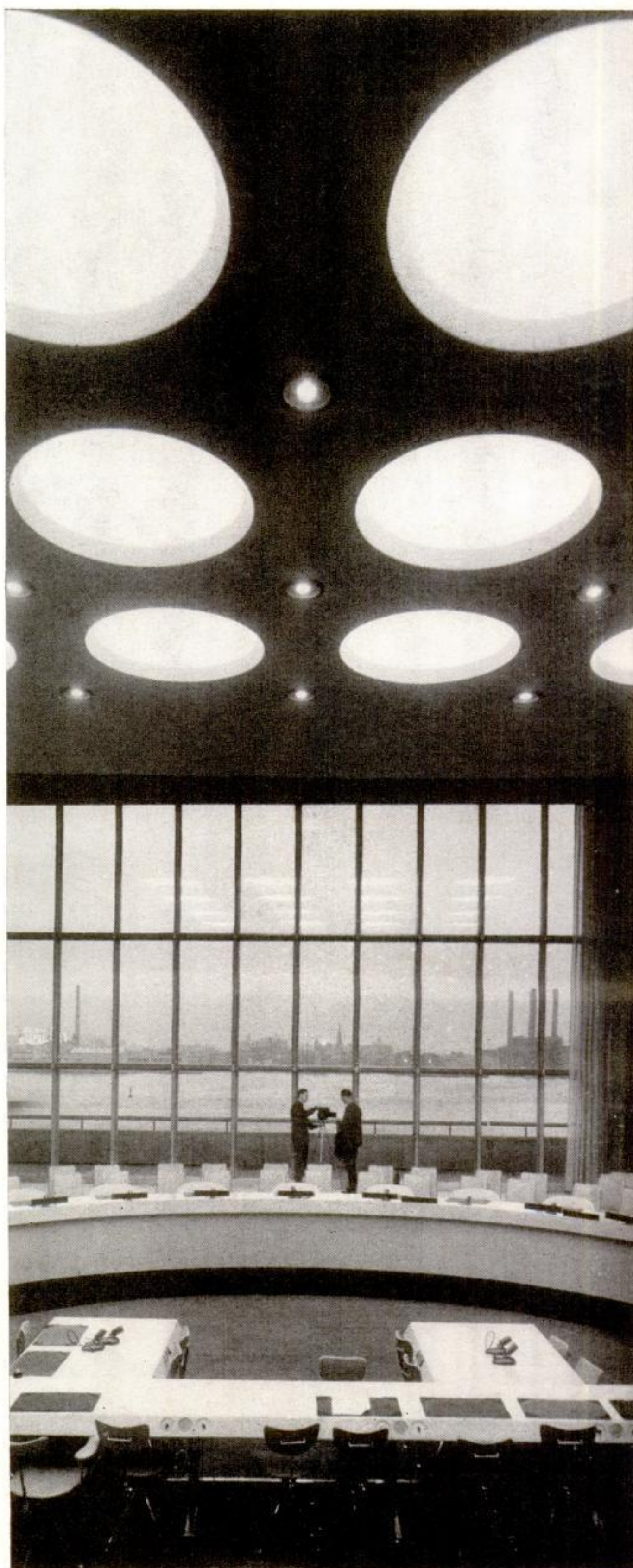
PRICES SLIGHTLY HIGHER IN CANADA

THE FORMFIT COMPANY • CHICAGO • NEW YORK • TORONTO

SAUCERS CONTINUED

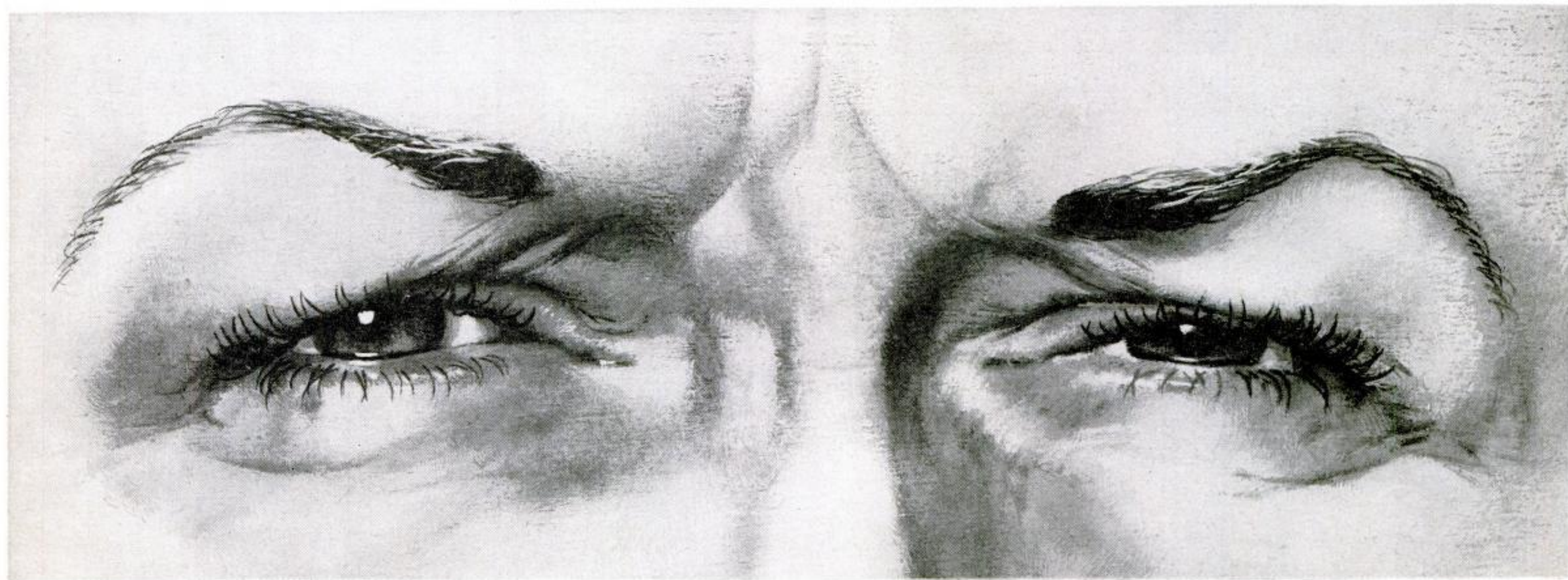
EERIE HEAVEN IN A PANE

The saucer-filled sky on the preceding pages is an illusion caught in a window of the United Nations Conference Building by photographers Robert Galbraith and Steve Lansing. While setting up their equipment for a shot of the empty council chamber shown below, they noticed that the circular ceiling lights were reflected in the huge many-paned window that looks out over the East River to Long Island City. Moving their camera within a few inches of one pane, they waited until dawn, then took a time exposure to create their eerie heaven.



IN U.N. CHAMBER LANSING AND GALBRAITH ADJUST CAMERA FOR SHOT

An important message to everyone who takes aspirin
for headaches, cold miseries, muscular aches

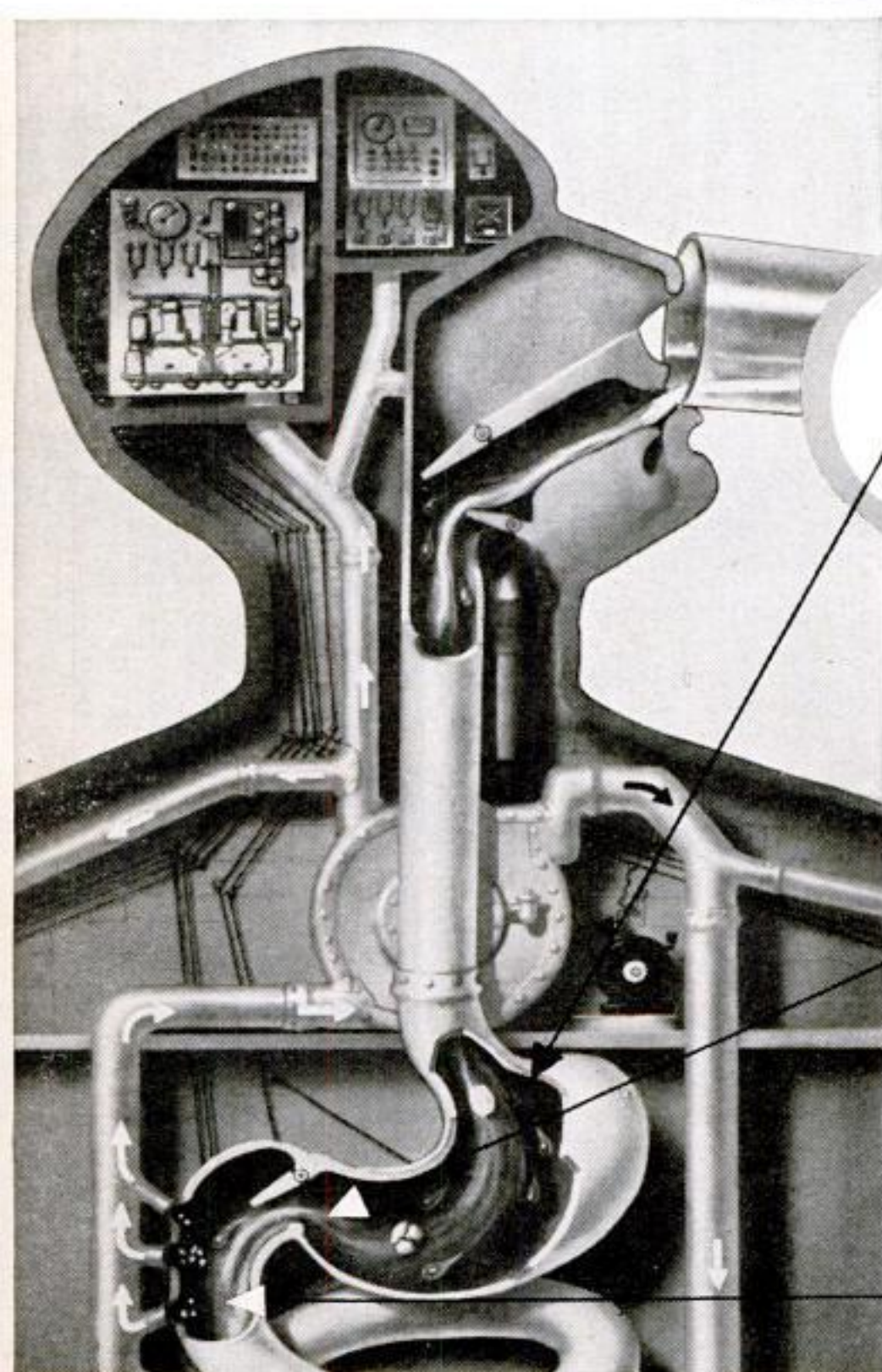


GET FASTER PAIN RELIEF WITH

BUFFERIN[®]

Acts twice as fast as aspirin!

Won't upset your stomach!



1.

Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2.

Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3.

Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

Ask your own doctor about Bufferin's remarkable ability to relieve pain, about its freedom from harmful ingredients.

8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed of action. Bufferin has met the same rigid tests a doctor demands of medicines used in his own practice.

Most people take two tablets as the usual dose



A PRODUCT OF BRISTOL-MYERS

NOTE: BUFFERIN was first made available to the medical and dental professions in October, 1948. Since then, EACH YEAR, HUNDREDS OF THOUSANDS OF PEOPLE have switched from aspirin to BUFFERIN for faster relief of pain without stomach upset.

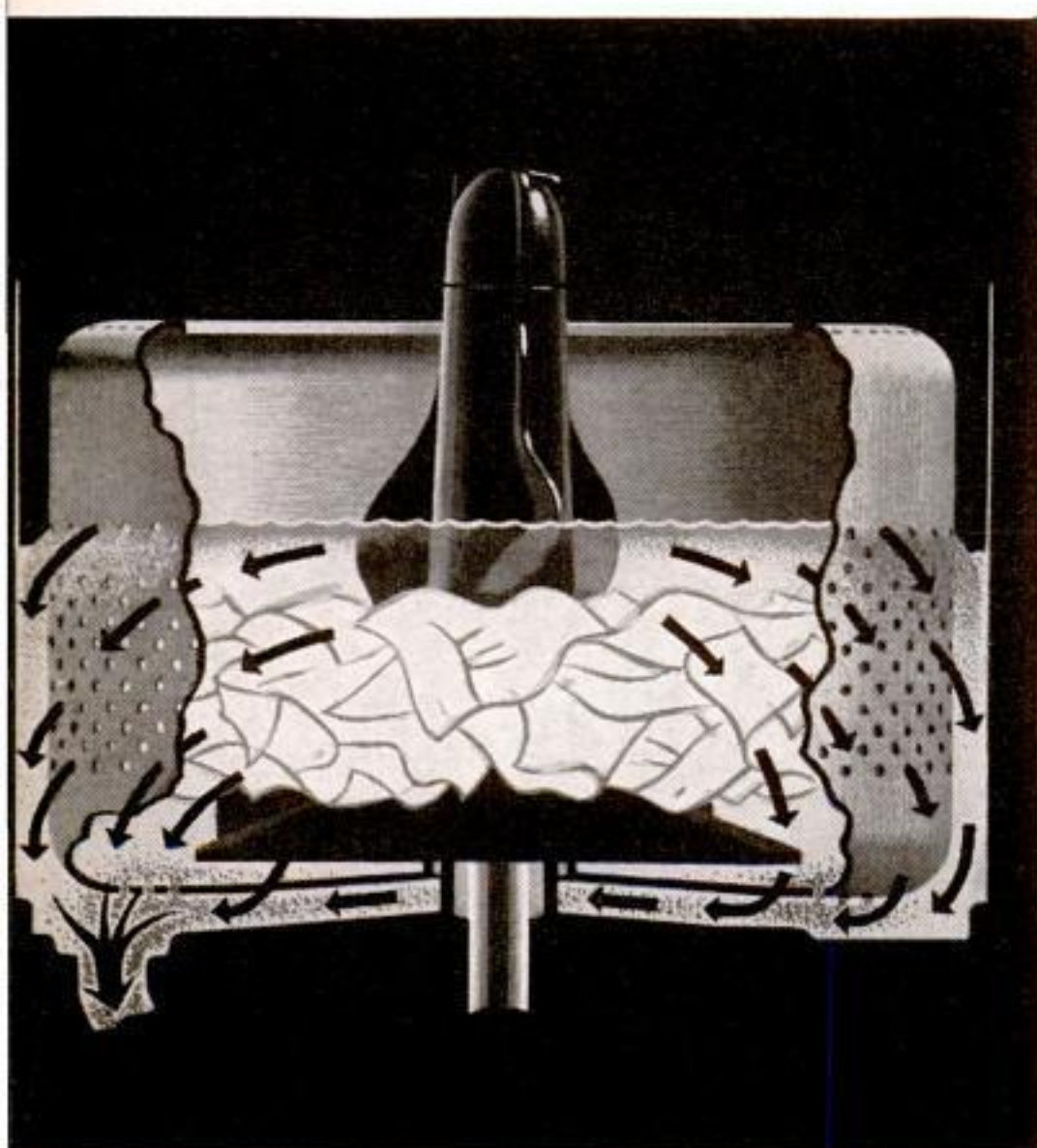
IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM,
ASK YOUR PHYSICIAN ABOUT BUFFERIN.



1. Slow-Speed Gentle Action For Dainty Fabrics

Set Wash Dial to "Delicate Fabrics" (from 4 minutes washing time to as little as 1 minute). *Automatically*, agitation and spinning action slow down by one-third to a hand-laundrying gentleness.

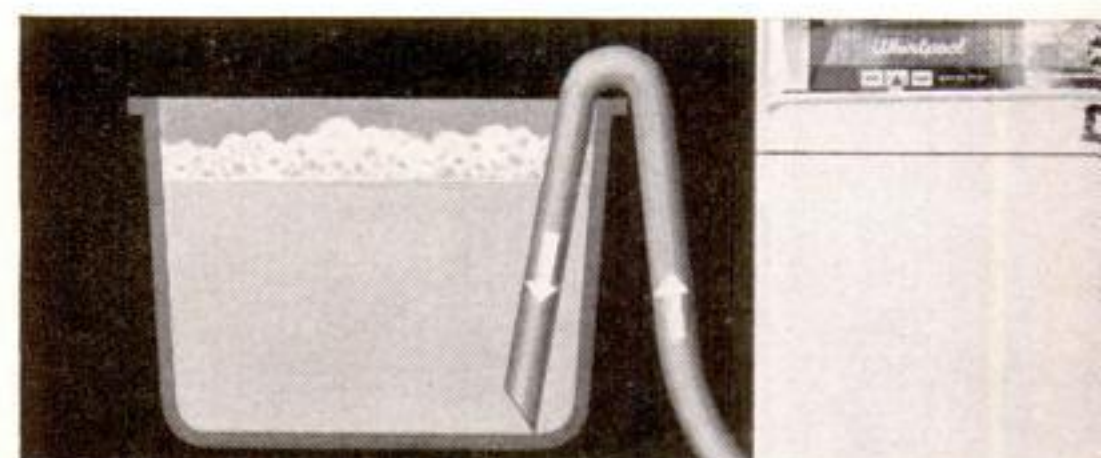
Now!... New 1956 Whirlpool lets you



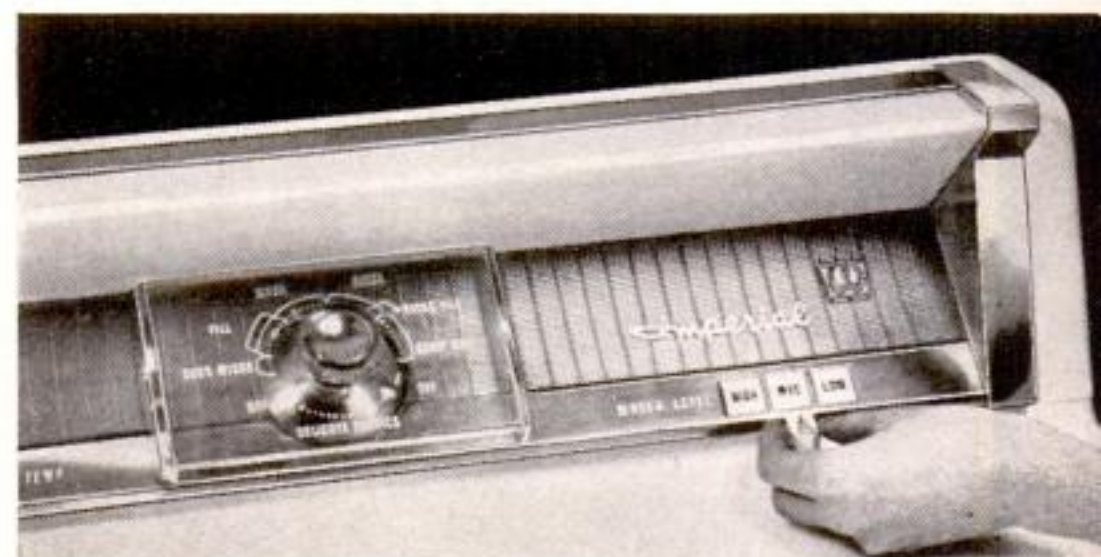
Free-Flow Draining removes 83% of soil before rinsing. 1199 exits get dirt out of clothes and washer before rinsing begins.



7 Rinses (6 pressure-spray rinses—plus deep rinse with agitation) give most thorough rinsing known, yet use little more than a tub of water.



Exclusive Suds-Miser saves hot water and soap. Pumps hot sudsy water out of washer after first load—pumps it back for re-use . . . all automatically.



Choose from 3 water levels. Automatically, Whirlpool fills tub with volume of water to match the size of laundry. Saves water and soap.



2. Normal-Speed Action For Regular Wash

When Wash Dial is set for regular wash time (up to 14 minutes), normal Whirlpool agitator action gently draws clothes out of your hand and into tub ... loosens and removes all dirt, leaves clothes sparkling clean.

choose the action to fit the fabric

Now Whirlpool has 2 separate washing actions—tailors the action (not just washing time alone) to fit any fabric... Plus 7 Rinses, 3 Water Levels, and Money-Saving Suds-Miser

Right this minute, a new kind of automatic washer is waiting for you at your Whirlpool dealer's. It's the new Whirlpool for 1956. You'll want to push the new buttons. Set the new dials. Turn up the new lights—at the control panel, or in the tub.

But most of all, you'll want to see its two separate washing actions. They answer your greatest washday problem—delicate fabrics.

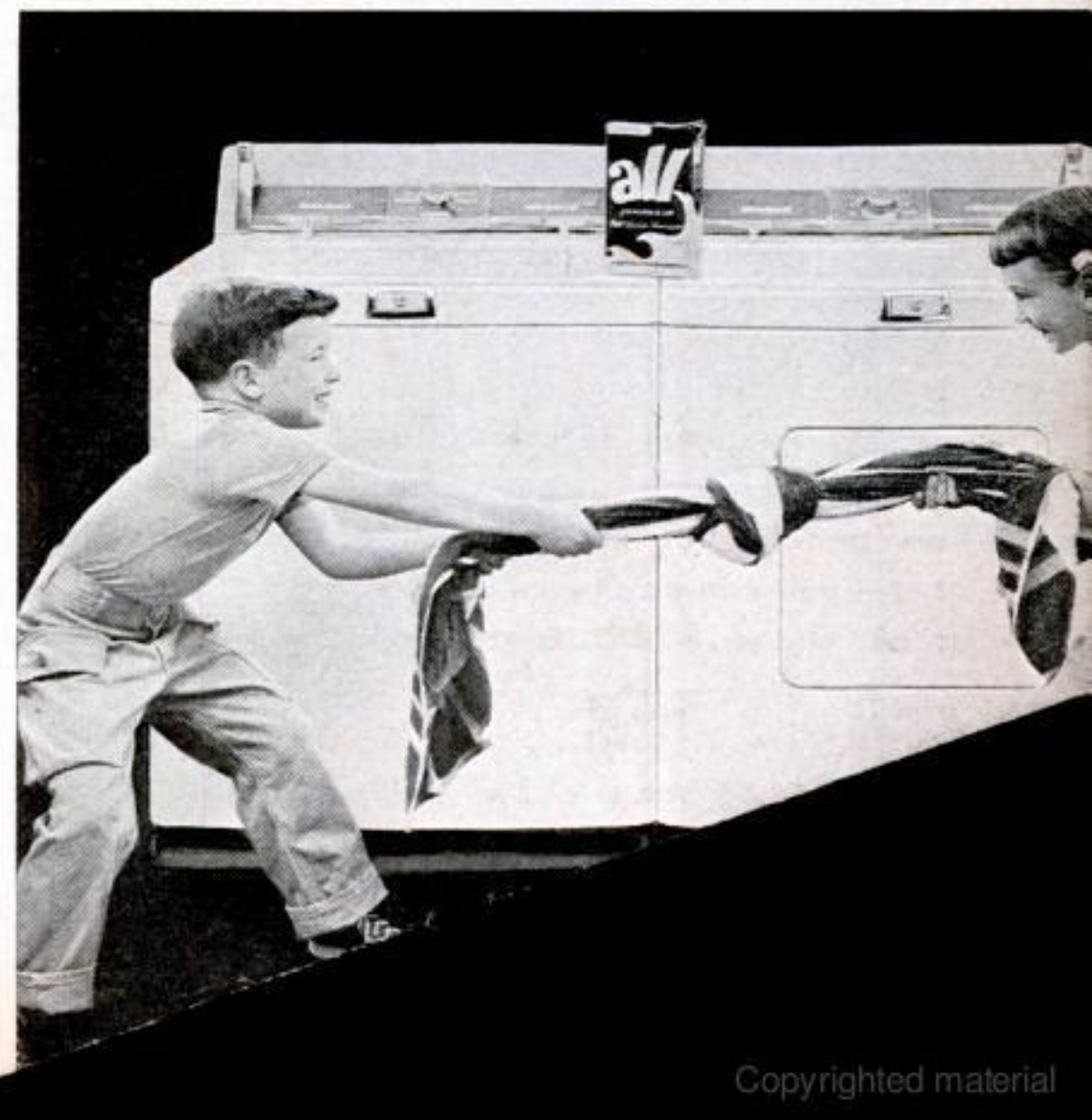
Now with the 1956 Whirlpool you can change washing and spin-drying action as you change the washing period. At a flip of the Wash Dial you can have a slow gentle action for your dainty fabrics. Or with another flip you can have a normal-speed action that gets regular wash sparkling clean.

So—stop trusting your delicate fabrics to washers that treat them like denim. For here is a true *two-action* washer you've always needed.

And the 1956 Whirlpool is waiting to put on a show for you at your Whirlpool dealer's—right now. You'll see the automatic Suds-Miser in action. And the 7 rinses—the 3 water levels. You'll see a washer that tailors not just the washing action—but everything—to fit your every laundering problem.

Ask your dealer to show you the new 2-action Whirlpool Imperial Washer—and its new mate, the Imperial Dryer. See the complete line of Whirlpool automatic Washers and Dryers (gas or electric), *from \$159.95 to \$349.95, or as little as \$2.54 a week.* Don't forget, Whirlpool gives you a 5-year Warranty on sealed-in transmission. Whirlpool Corporation, St. Joseph, Michigan, world's largest manufacturer of automatic home laundry appliances. In Canada: John Inglis Co., Ltd.

Make this knot-test. Knot a dry towel and toss it into a Whirlpool. It comes out untied—proving thoroughness of washing action. Whirlpool recommends *all*, the new controlled-suds detergent. Look for it in your new Whirlpool washer.



TALK TO THE WOMAN WHO USES A WHIRLPOOL — THEN SEE YOUR WHIRLPOOL DEALER

See the Milton Berle—Martha Raye Shows on Tuesday nights, NBC-TV

*I wish I could wear all
my Adam Hats at once*



When you own a number of Adam Hats, you're apt to feel this way. For business, for sports or dress-up occasions, you'll like the crisp masculine styling and easy, pressureless fit of an ADAM. It does so much for you, chances are you'll want to own several. But whether your hat wardrobe is

enjoy it more if the name in your hat(s) is Adam. Remember as much for a hat, but you can't tell it from Adam. Adam man group, \$10. Others from \$5.

Adam

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*for more relaxed
traveling...*



Use Western Union's

NEW HOTEL RESERVATION SERVICE!

On your next trip, enjoy yourself without worrying about hotel accommodations. Let Western Union reserve your space for you.

HERE'S ALL YOU HAVE TO DO:

1. Contact Western Union and ask for Hotel Reservation Service.
2. Tell us the kind of accommodations you want, when, where and for how long. Give us your preference of hotels, if any.

WESTERN UNION DOES THE REST!

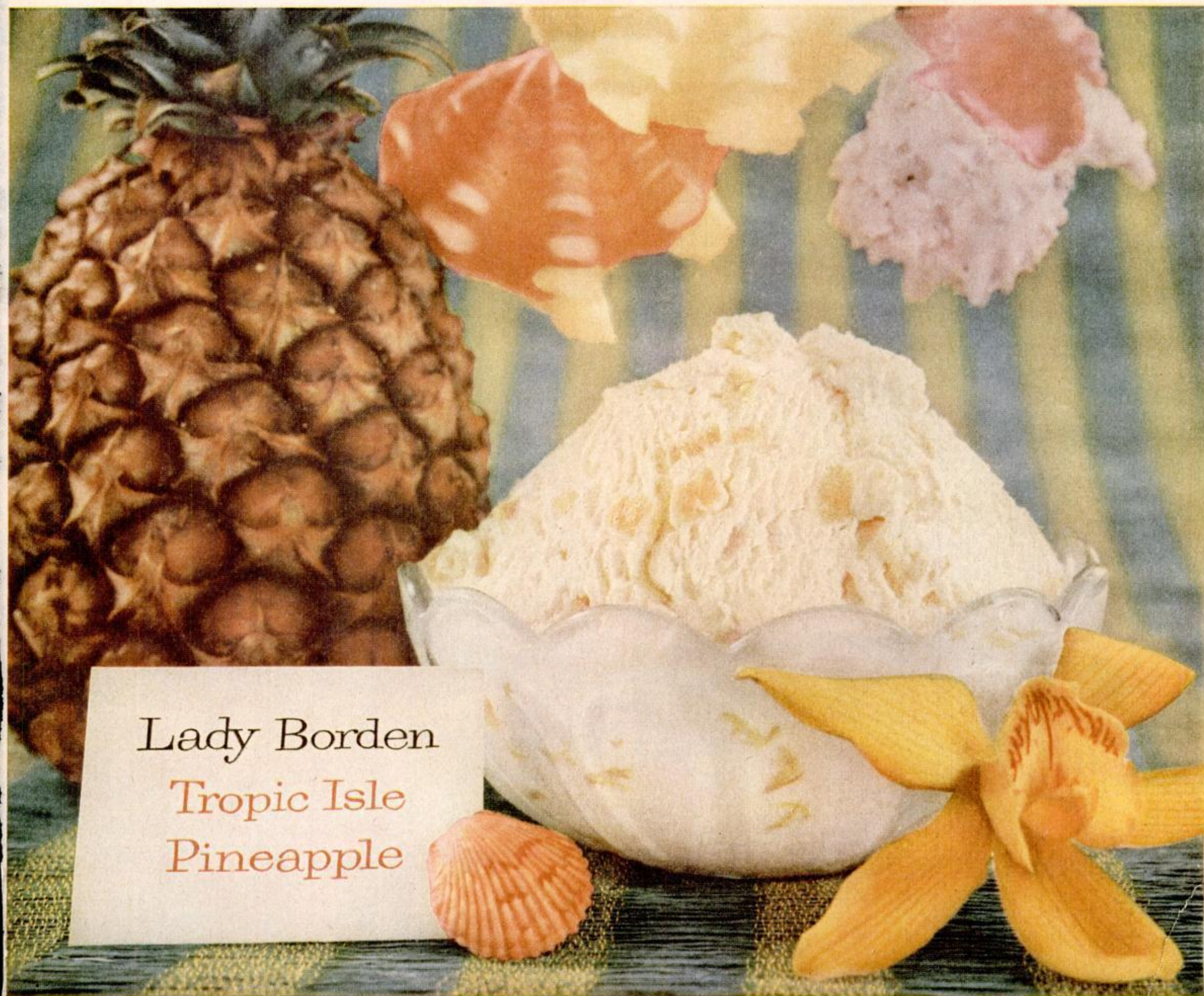
We contact the hotels in the city or cities you are visiting, get the space of your choice or the best alternative available. Then we wire confirmation to your home or office.

If you are leaving at once, confirmation will be waiting at Western Union's Hotel Reservation desk in the city of your destination. All you do is call Western Union for details on arrival.

So next time you plan a trip, let this helpful service find you a place to stay. If you'd like more information, just call any Western Union office.

*On any Occasion
it's wise
to wire*

WESTERN UNION



Lady Borden
Tropic Isle
Pineapple

It's here again...luscious with sun-ripened pineapple!



Most refreshing flavor you've ever tasted—fresh from the sunny South Seas. Get Lady Borden Tropic Isle Pineapple where you see the Lady Borden Ice Cream sign. And be sure you try Lady Borden vanilla, chocolate and strawberry ice cream, too.

Extra-good because it's made with extra cream!



All aboard, all a-Borden's!
Get Lady Borden Tropic Isle Pineapple
on Elsie's Good Food Line!



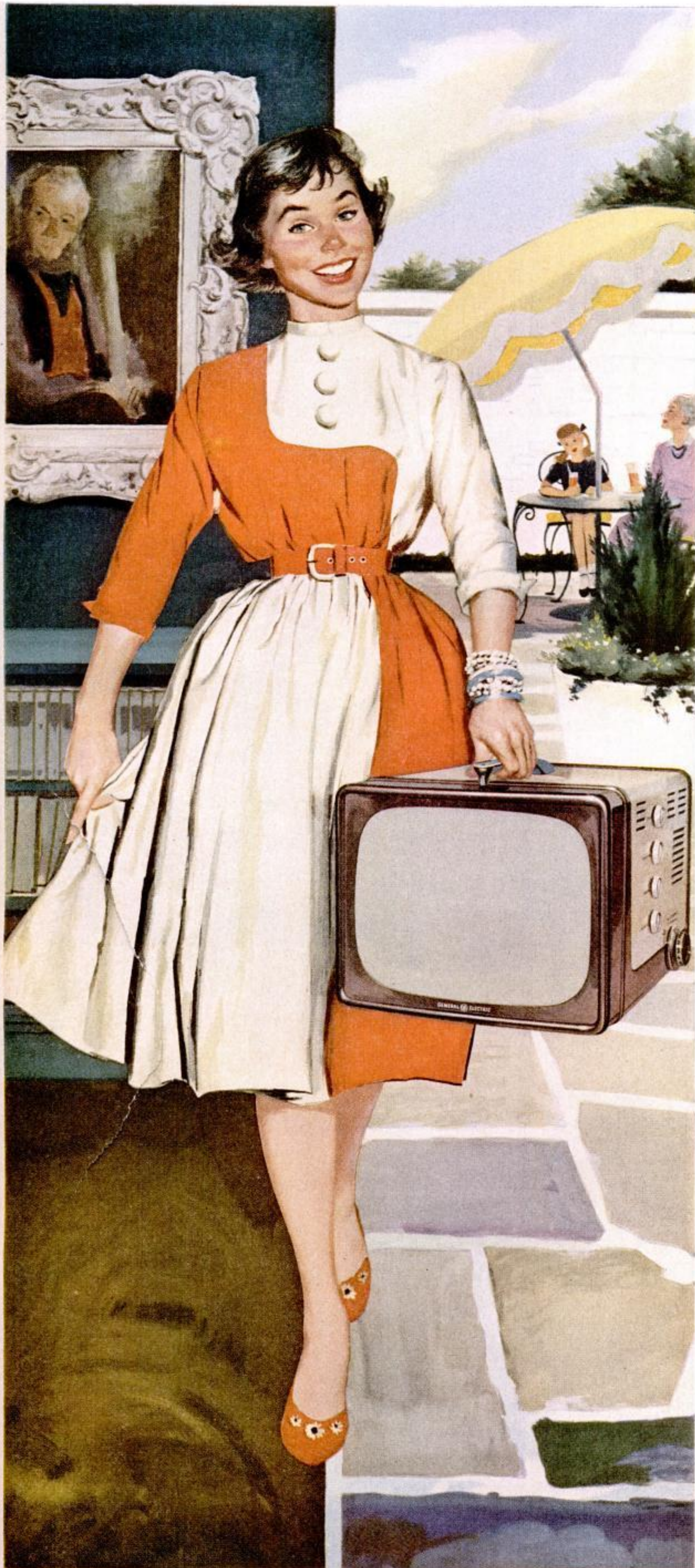
P. S. For Canadians: available in Canada in the Provinces of Ontario and Quebec.

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G.E. DESIGNS NEW 32 lb. "PERSONAL" TV

Goes where you go...



SMART TWO-TONE CABINET in terra cotta and ivory. Built-in antenna. Chromium coated handle. Model 14T009, above. Left, in gray and ivory, Model 14T008.



PATIO OR PICNIC—you need never be without your G-E TV! Just bring it along. Life's more fun with Portable TV!



ROOM TO ROOM television is easy with G-E Personal TV. So light sis or mom can carry it wherever it's needed most.



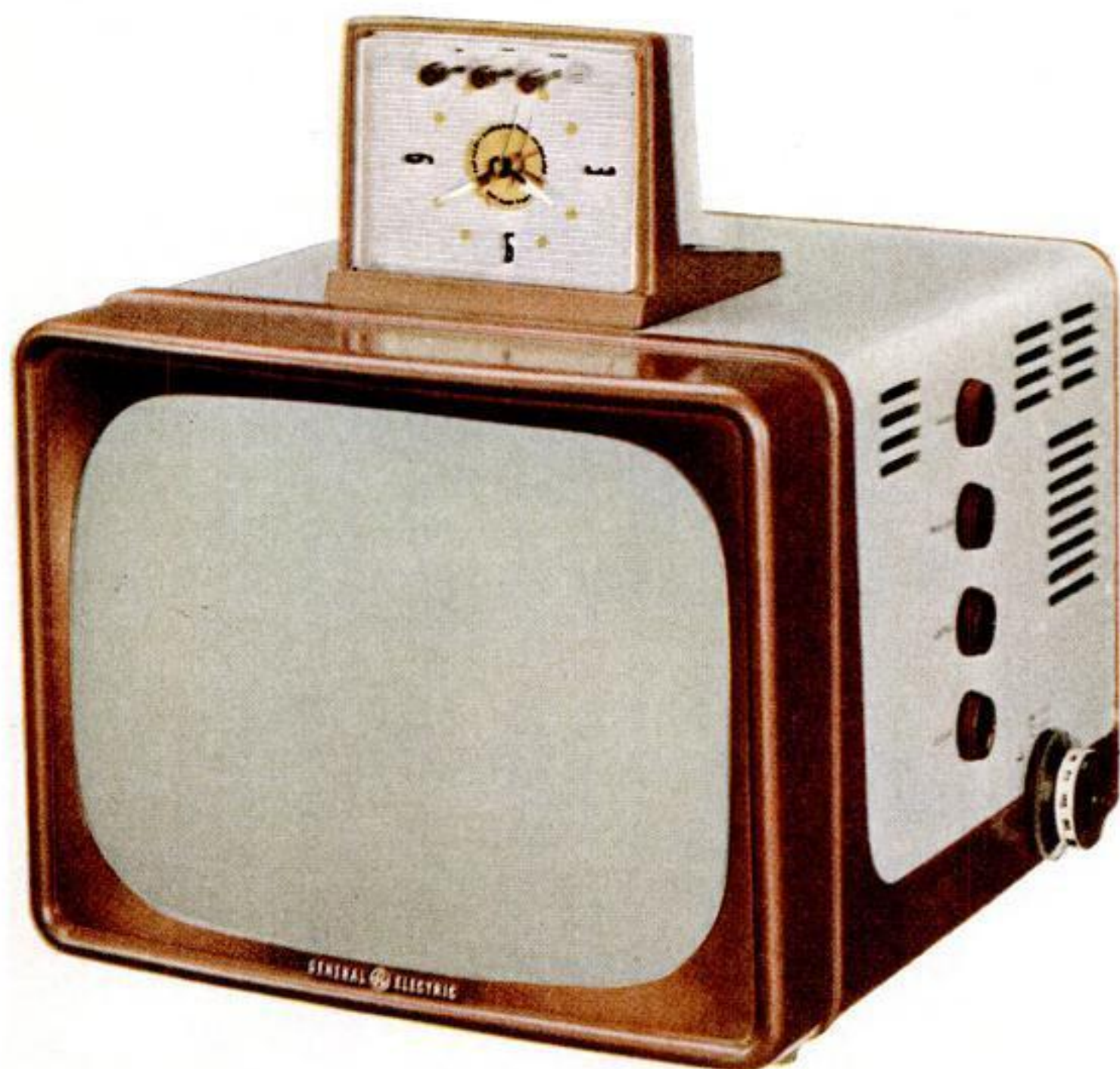
FOR THE KITCHEN, to lighten household chores...you catch shows you like to see, while hubby watches the football games!



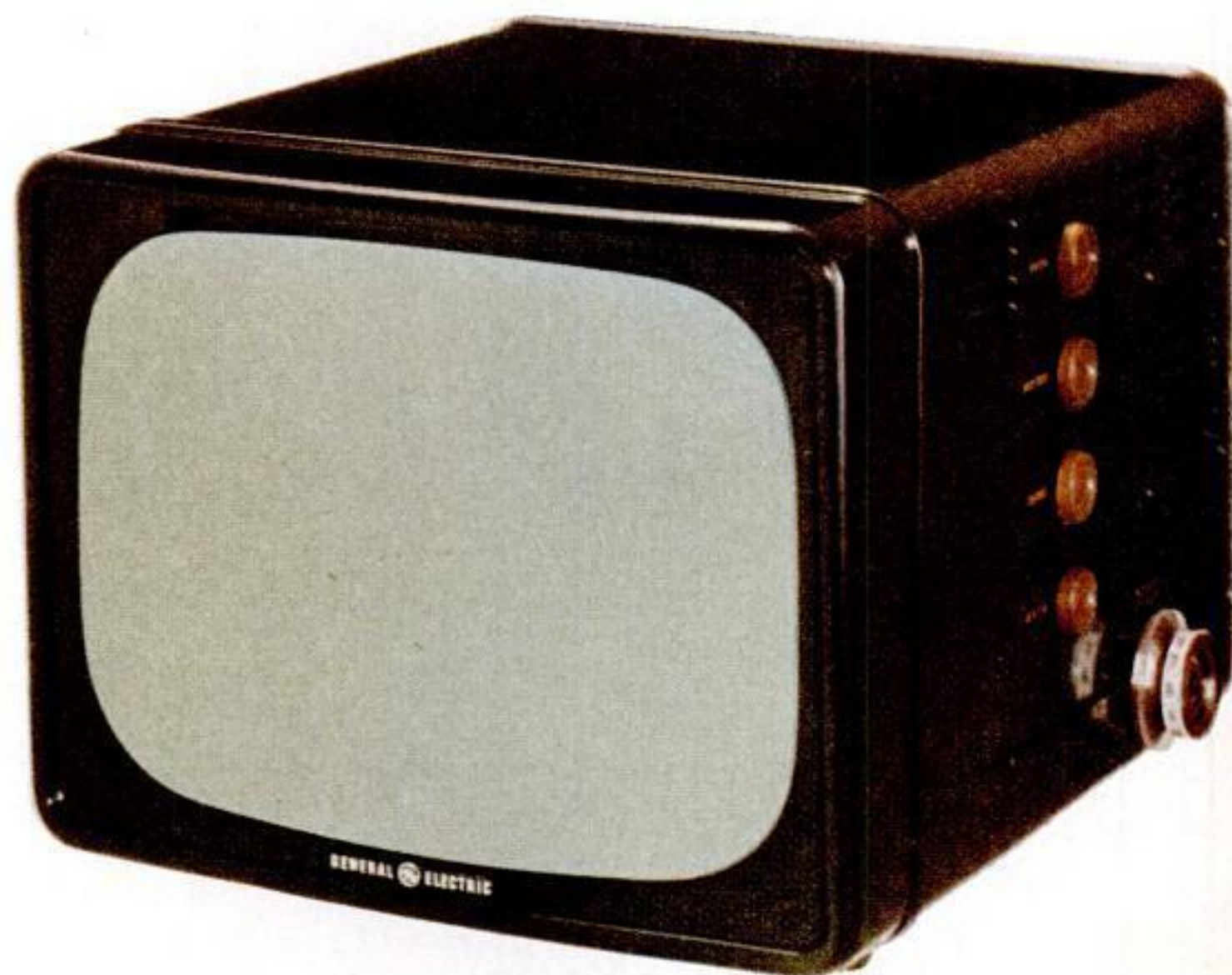
TOPS FOR TRIPS! Your new G-E Portable TV tucks easily into luggage compartment. Light enough to carry anywhere!

FOR TAKE-IT-WITH-YOU USE—from \$99⁹⁵

indoors...outdoors...all around the house!



TURNS ON-OFF AUTOMATICALLY. Clock-TV Model 14T010, bronze and ivory. 2-way interference protection. Recessed handle beneath clock. Most useful TV ever.



ONLY \$99.95. Ideal for bedrooms, den, kitchen, wherever an extra television set is needed. Makes a grand gift, too. Model 14T007 in cordovan finish.

Put an end to TV traffic jams...family squabbles over which show to see! Get G.E.'s new 32-lb. TV—the ideal roving extra set. Never before—TV so useful, so light! Even Sis can carry it, from room to room, anywhere.

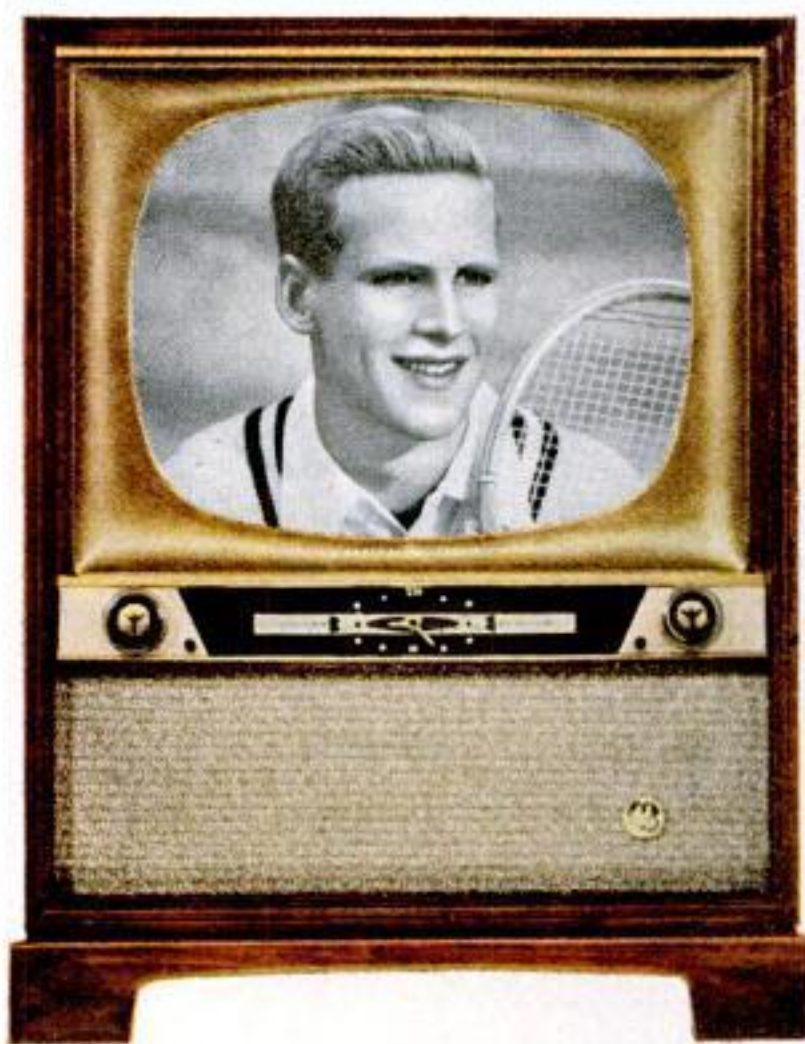
Just plug it in. You'll be amazed at the bright, clear picture. Has built-in antenna. Choice of striking two-tone color combinations with new-car look and verve. So low in price, you'll want two of 'em! *P.S.—makes a wonderful gift!*

☆☆☆☆

For top value in big-picture TV, look into G.E.'s 21 and 24-inch models. You'll see more features for less money than ever before. You'll enjoy G.E.'s "Daylight Power". It makes the picture so bright, you can watch with shades up, lights on! See your General Electric Dealer. Learn how you can buy two G-E sets for less than millions paid for only one! General Electric Company, Radio & Television Department, Syracuse, New York.

*Prices include Federal Excise tax, one-year warranty on picture tube, 90 days on parts. Prices subject to change without notice.

See G.E. on TV: "Warner Bros. Presents" (ABC-TV) and "The 20th Century Fox" Hour (CBS-TV)



NEW G-E CLOCK-TV console—for folks who like to watch the late shows. Turns itself off automatically after you fall asleep. Wakes you in the A.M. Reminds you of favorite programs. 21-inch. Model 21C113.

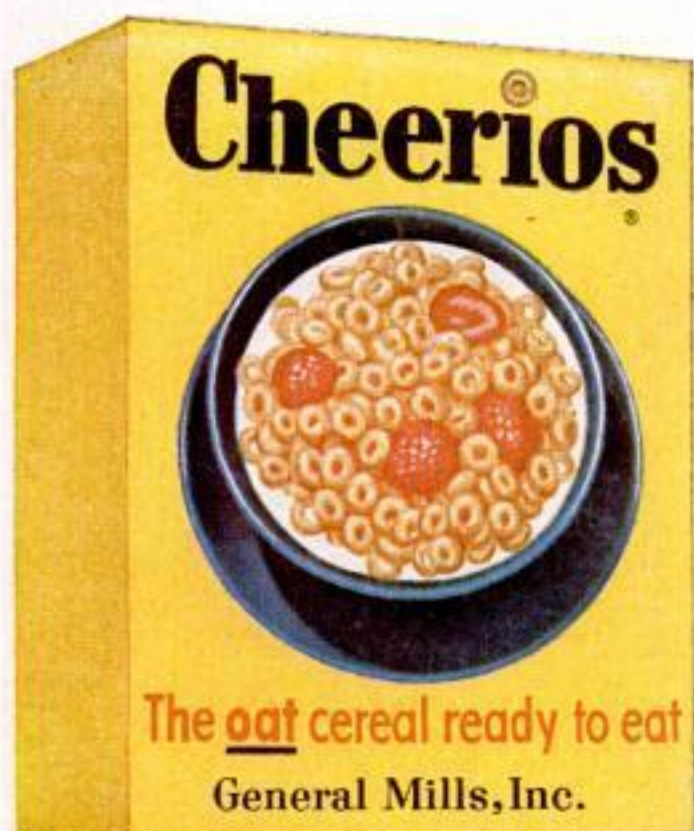


NEW G-E 24-INCH TV—for biggest, brightest, clearest picture in the whole neighborhood! Big performer, too, with G-E Daylight Power...famous G-E Aluminized Tube...dark safety glass. Model 24C181.

Progress Is Our Most Important Product

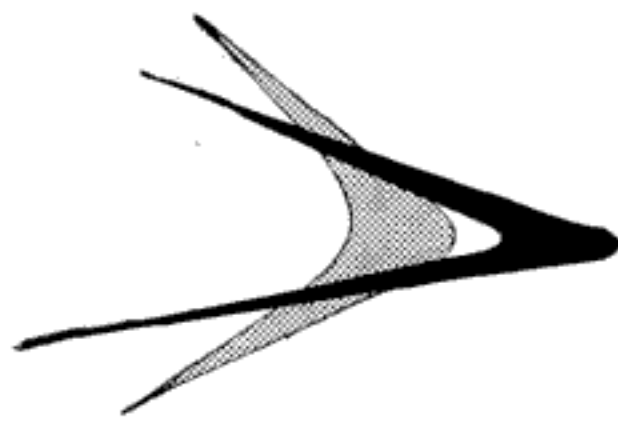
GENERAL  ELECTRIC

Cheerios
the oat cereal
ready to eat
taste so good
nothing like 'em!



THIS IS
BETTER BREAKFAST
MONTH

THERE'S NO TASTE LIKE Cheerios — SO TASTE 'EM! FIND OUT
WHAT KIDS KNOW...THAT TOASTED-OAT FLAVOR BEATS ANYTHING!



COMING SOON—THE **FORWARD LOOK '56**

THE **BEST NEW-CAR NEWS FOR YOU**

It will come to you in the all-new cars of Chrysler Corporation . . . Plymouth, Dodge, De Soto, Chrysler, Imperial.

It will come in a fresh new style concept we have named THE FLIGHT-SWEEP. Never have you seen cars that *look* so completely right for today . . . and tomorrow.

It will come in new ideas of performance and of driving response and control.

There will be new PUSHBUTTON POWER-FLITE. A touch of a finger on your left hand will push a button on the dash to give you instantly the driving range you want.

There will be still greater power, performance and economy from the finest and most advanced new powerplants in any cars today.

There will be new hydraulic braking systems that are without equal in the sureness and the ease of their operation.

There will be a kind of all-road riding comfort that is literally in a special class all by itself among modern cars.

There will be *full-time* Safety-Touch Power Steering . . . the most advanced and enjoyable single driving control of these times.

For—and remember this—these are no ordinary “new cars.”

These are the cars of the *second* challenging year of THE FORWARD LOOK.

In 1955, Plymouth, Dodge, De Soto, Chrysler and Imperial set out to break sharply from the past and to carve a bright new future . . . new for us and new for you.

Within a few short months many more than a million families have bought the cars of THE FORWARD LOOK. And again and again they tell us that till they had them, they had not dreamed such cars could exist.

Now, for 1956, these new cars of Chrysler Corporation will be still farther ahead of all others . . . still more outstanding in what they give you for your money.

The company that pioneered safety cush-

ioned instrument panels, that brought you sure-vision electric windshield wipers and blowout-holding safety-rim wheels, offers you the safest cars your money can buy today.

Their bodies and frames are the most rigid and best constructed in the industry. They will have new LifeGuard door latches that hold fast under stress as none have ever done before. They will be the only cars available with *two* separate and independent braking systems . . . one for the foot-pedal, the other for the hand-brake.

On any of these cars, if you wish, you may have Safety Belts for front seat and rear.

Yes, these will be the cars to see . . . *and to own* . . . if you are buying for 1956.

In any price range, from lowest to most luxurious, these will be cars that bring you things other cars will not yet have for you, regardless of what you pay.

And they will be ready for you at your dealer's . . . very soon!

CHRYSLER CORPORATION

PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

fit to be eyed . . . the *pantie girdle



a. #910 boneless pull-on of elastic net. Rosebud embroidery on satin elastic panel. 2" top. S-M-L. White with white or pink, \$8.95. Black with pink, \$10. Flair uplift #2821 of the sheer all-elastic design, weighs just 1½ ounces. Embroidered nylon marquisette topcups. Exclusive contour straps. White. A, B, C. \$3.95

b. #810 boneless pull-on. Sheer elastic net, satin elastic panel. Petite-S-M-L in White, \$7.95. S-M-L in Pink, \$7.95; in Black, \$8.50. Embroidered cotton batiste bra #2144 is wired and boned for natural uplift. White. A, B, C. \$3

c. #1011 Longfello pantie. Elastic net, satin elastic panel. Boneless pull-on S-M-L-XL. White. \$10. Bra #1540 lifts naturally, has front crossed elastic for ease. Cotton with embroidered cotton. White. A, B, C. \$2

legs can't feel



Look! It's the first-ever design-divine in pantie girdles! Legs up-shaped, then edged with elastic net for absolute freedom. And these Gossard marvels are real smoothers, too. No wonder they're selling like mad! Better start enjoying your favorite style, soon.

**U.S. Patent #174054*

*at leading stores and shops
or write us, we'll tell you where*

Gossard
Youthful Line of Beauty

THE H. W. GOSSARD CO., 111 NORTH CANAL STREET, CHICAGO 6
New York • San Francisco • Atlanta • Dallas • Toronto





COLONEL MCKENZIE DEFENDS SCHOOL METHODS TO PENTAGON REPORTERS

IS THIS BRUTAL AND DEGRADING?

AT SURVIVAL SCHOOL, AIR FORCE MEN LEARN TO CHEAT DEATH AND CAPTORS

EDITOR'S NOTE: The controversy which arose last week over reports that the U.S. Air Force was subjecting airmen to torture and degradation centered on the Air Force Survival School at Stead Air Force Base, Nev. The school's program had been described as so severe that trainees "collapsed on the ground and cried" after "brutal" interrogation, "barefoot death marches." Colonel Burton E. McKenzie, school commandant, was rushed to Washington to explain the program and its purpose.

LIFE assigned Staff Photographer Joe Scherschel to take pictures of the survival school. In accordance with LIFE's custom, the photographs were cleared with the Air Force before publication on these pages. What they show can help Americans judge the validity of the questions and charges that have been raised.

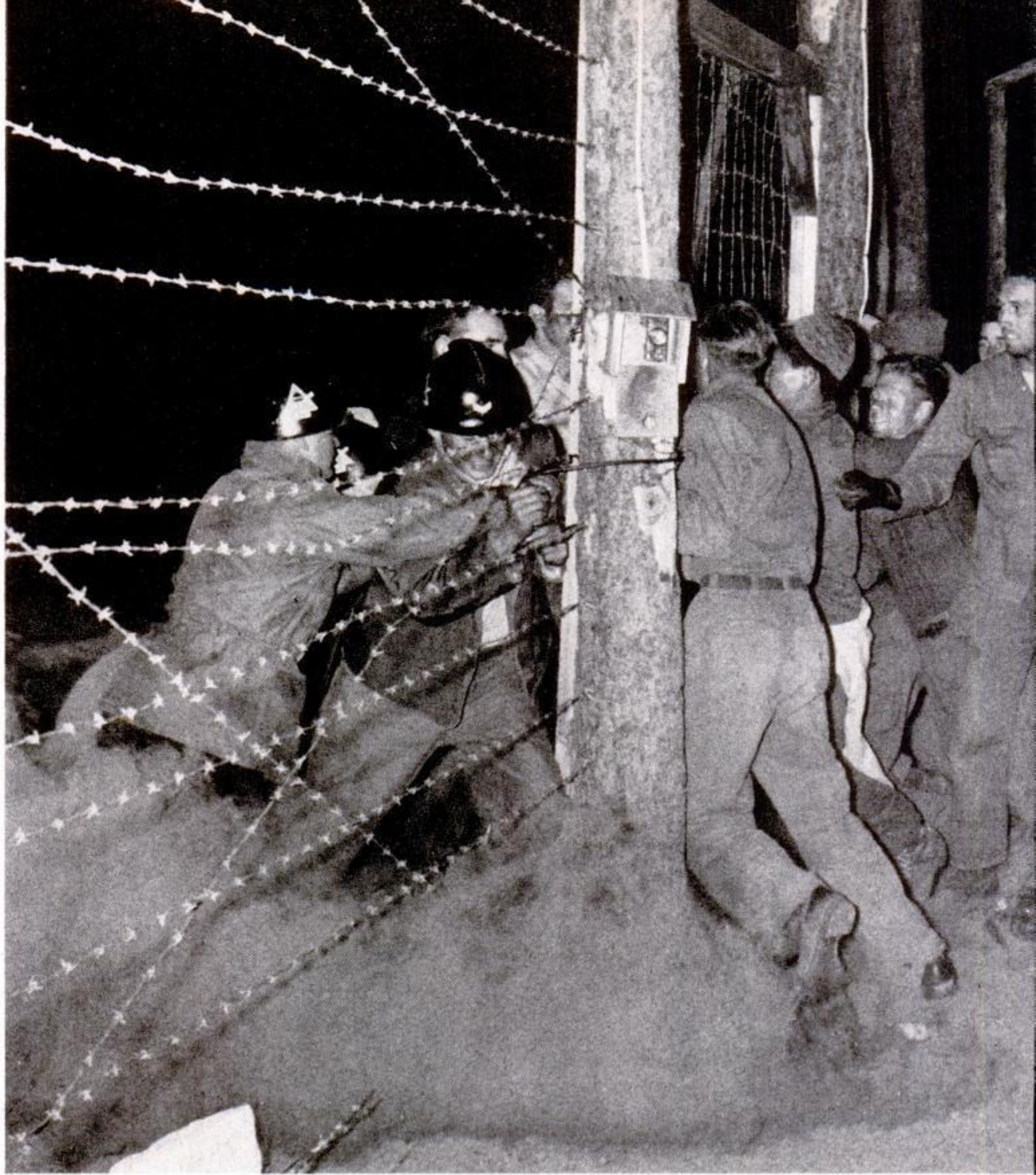
The realistic training program which an American airman goes through at the Air Force Survival School is designed to teach him how to cheat death if he is grounded in hostile territory and how to cheat his captors if he is captured and held in enemy prison. Since the struggle to survive is grim and the interrogation methods of his captors can be terrifying, the training program is calculatedly grim and harrowing. The price it exacts is indicated in the exhaustion of the student prisoners' faces at left.

Basic how-to-survive instruction is given at nearly all Air Force installations but a graduate course, required of all men who will fly in combat planes, is given at Stead Air Force Base near Reno, Nev. The program is based on the experience of hundreds of U.S. fliers who were lost behind enemy lines in World War II and in Korea. At Stead, subjected to pressures that fall short of breaking minds and bodies, the men learn how to stand up under prison torture and resist interrogation. They also learn how to escape prison—of all the U.S. fliers imprisoned in Korea, only one managed to escape and make his way to freedom unaided. Since President Eisenhower proclaimed the new, exacting code of conduct for U.S. fighting men (LIFE, Aug. 29), the other services have revealed that they have similar survival school programs either planned or under way.

EXHAUSTING EXERCISES are imposed on mock prisoners who, already worn down by hunger-ridden nine-day trek, now must maintain postures like this.



SKINNING A PORCUPINE, a young instructor shows fliers how to remove animal's few edible parts.



STUDENT PRISONERS SHOVE AGAINST GATE AND MILL ABOUT PRISON COMPOUND IN ATTEMPT AT MASS



"FRIENDLY PARTISAN" (left) is met by fliers near end of trek. He outlined route to freedom.



TAKING A REST, weary "fugitives" sprawl limply on a Nevada mountainside, sprinkled by a snow

flurry at 6,000 feet. A jet pilot (standing) checks his watch to announce the end of the brief rest period.



BREAKOUT, A PART OF THEIR ESCAPE TRAINING. A FEW MEN GOT OUT BUT WERE QUICKLY RECAPTURED



TOO TIRED TO WALK but fearing that if they lie down they will not get up, hikers kneel to rest.

A LONG TREK TO ESCAPE CAPTURE

One object of the Stead survival school is to teach men to avoid capture in the first place when they are forced down behind enemy lines. This training involves a long march through rugged country. Starting high in the Sierra Nevadas with enough food for only two and a half days, trainee crews head toward theoretical freedom at Stead, seven miles away, fleeing before "enemy" patrols and eating such things as porcupines and wild onions.

Each group is accompanied by a low-ranking enlisted instructor, himself a trained outdoorsman who is empowered to give orders to colonels. The theory, as expounded in an orientation lecture, is this: "Suppose you can't start a fire even with gasoline, while your lowest ranking crew member is a farm boy from Tennessee and Davy Crockett himself, you will follow that farm boy or you will die."

Nevertheless the survival trainees are nearly all "captured" before they get to the "border." Then, physically and emotionally worn out, they are herded into a realistic prisoner compound for a final lesson, the hardest of all.

FORCED MARCH of prisoners begins after enemy patrol captured them just before end of long trek.



CONTINUED



IN "BENDING BOX," rebellious "prisoner" who talked back to interrogators gets harsh reward. Floor is raised so he can neither stand straight nor kneel.



LEANING PRISONER is forced to plant face on signs, read aloud. Such upsetting treatment unbalances men, makes them easier to break under questioning.



BROOMSTICK "PERSUASION" and shock are given prisoner. On impulse, knees roll off stick.

THE CLIMAX IN A U.S. COMPOUND

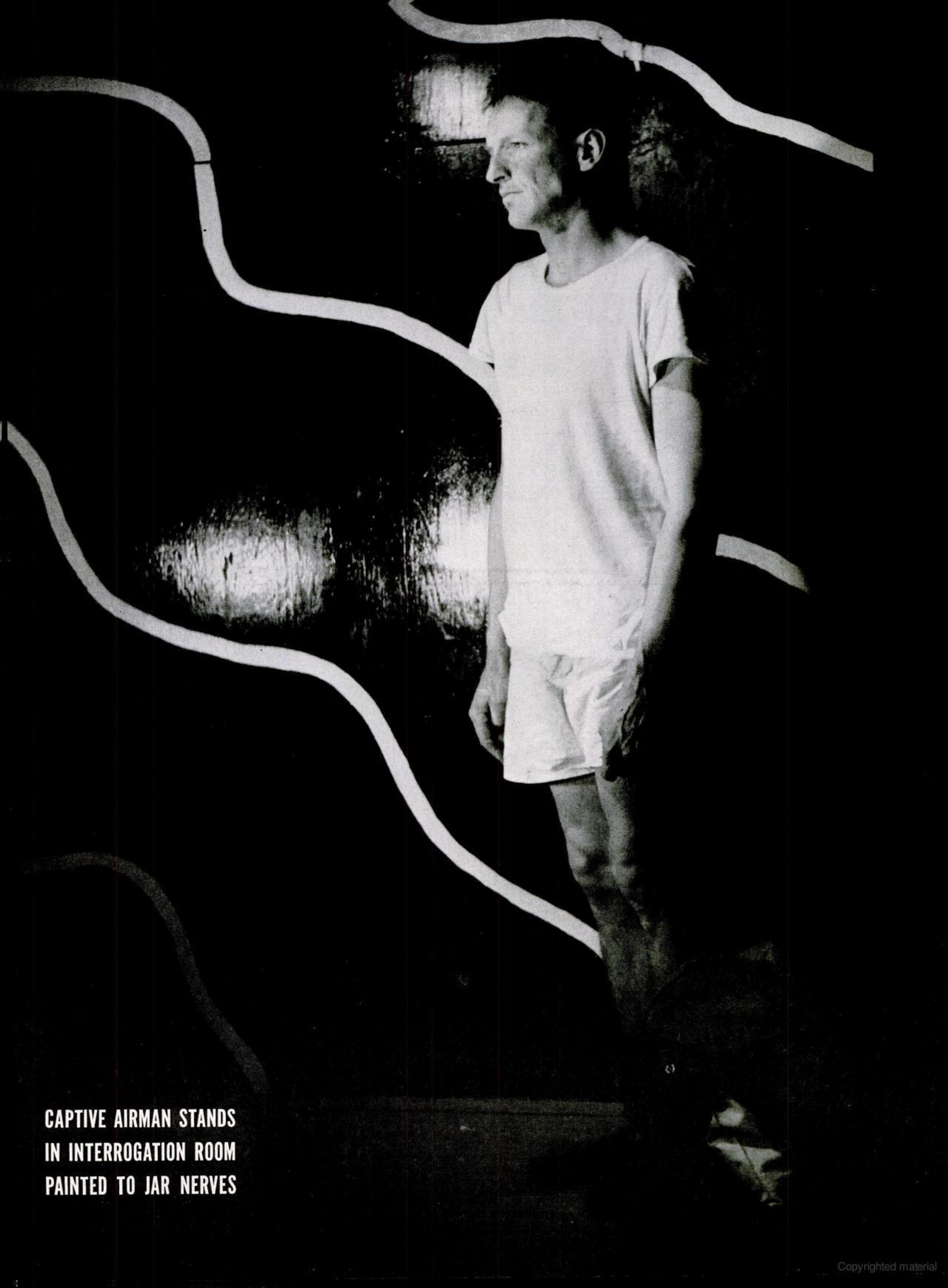
"We call it Stalag Stead," said a proud officer faculty member of survival school. "Isn't it a helluva place?" Few men who have been imprisoned there for the final 36 hours of their two-week survival course will disagree.

The Air Force has re-created some of the worst features of enemy prison camps in World War II and Korea to show its men what PW life is like. The well-guarded compounds consist of barbed-wire enclosures that give no protection from subzero winter cold and the blazing sun of a desert summer. Students are given garbagelike food and are worked over with relentless exercises and mild but effective torture devices.

These are the elements of survival school that raised a clamor in Washington. School officials and the Air Force agree that it is a brutally tough ordeal. But none of the 29,000 graduates of the school have complained or been hurt by the experience. Instead they have learned how to live on without giving way.



SHOCK TREATMENT, unpleasant though mild, is applied to airman who refuses to answer questions.



CAPTIVE AIRMAN STANDS
IN INTERROGATION ROOM
PAINTED TO JAR NERVES

CAREFUL PREPARATIONS FOR A CRUCIAL MEETING OF OLD FOES



BRUSH-UP in Russian language is given German delegation's interpreters in Bonn. Six interpreters spent two months in special study for meeting.



BRIEFING HIMSELF, Chancellor Adenauer discusses newly purchased map of Moscow held by one of his sons on the night before the departure.



CHANCELLOR'S CAR, a Mercedes 300, is loaded on special train that preceded Adenauer to Moscow. Train served as headquarters for delegation of 140.

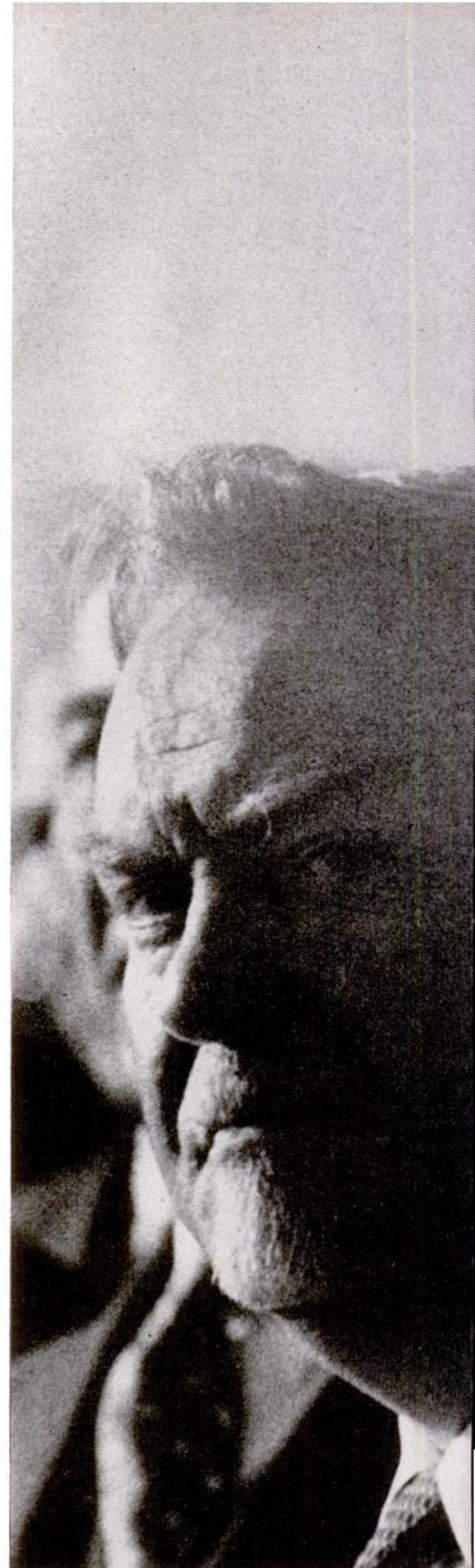


PLENTY OF POTATOES as well as fine wines and sausages were taken along by the Germans both for their personal use and for official entertaining.



CROWD IS CONTROLLED by grill fence at the Vnukovo airport, near Moscow. The onlookers were amazed by two big U.S.-built passenger planes that

brought Chancellor Adenauer's private party. They were also taken aback by size of the German delegation, which occupied the entire Sovietskaya hotel.



SQUARING OFF FOR STRUGGLE, CHANCELLOR

A STERN FACE ON A MISSION

Adenauer in Moscow asks return of war prisoners and unification



ADENAUER STANDS STERNLY BESIDE SOVIET PREMIER BULGANIN AFTER ARRIVAL AT VNUKOVO AIRPORT

Determined not to yield in any way that would hurt the West, Konrad Adenauer arrived in Moscow last week to confer with the Soviet leaders. At the airport (*above*), answering Bulganin's welcome, the West German chancellor seized the initiative by hailing the talks as the "first official [Russo-German] meeting" in years. That was his way of saying that he, and not the Communist East Germans, who have long dealt with Moscow, represented Germany.

Adenauer had put off his visit since June, when the Soviets had invited him as part of their new policy of amiability. When he finally went, his preparations were so thorough that

they included a "rolling embassy" in a train, where the Germans could work in secrecy.

But Adenauer made no secret of what he was after. As soon as the talks began, he demanded that the U.S.S.R. release the thousands of German prisoners that they still hold. He had hopes that the Russians would consent, since they had recently sent back their last Austrian prisoners. With less expectation, he pleaded for German reunification.

The Russians made demands in their turn, and the talks lapsed into bitter recriminations about both German and Russian war atrocities. But Adenauer hung on, holding his ground.



U.S. GOOD WISHES are delivered before trip by U.S. Ambassador Conant (*left*) to German Foreign Minister von Brentano (*right*) and others in party.



MERCEDES IN MOSCOW, Adenauer's car which came by train, stands ready at Vnukovo airport. Russian honor guard, all spit-and-polish, is at left.



DOWN TO WORK, Adenauer, Bulganin and their delegations settle in for the tense negotiations in the music room of Moscow's Spiridonovka Palace.



PIERCE FLAMES NEAR SEQUOIA NATIONAL FOREST FLARE AT TWO TRUCKS SHELTERING FIREFIGHTERS. THE MEN MIRACULOUSLY ESCAPED HARM A FEW SECONDS



FRIGHTENED DEER runs for life in Klamath National Forest, where 90,000 acres burned in a week.

FORESTS AFLAME IN THE WEST

Pacific Coast timberlands are charred by worst fires in 30 years

From Oregon, 750 miles down the coast to Santa Barbara, timber and range lands dried out by abnormally hot weather were ablaze. Forest rangers, deploying themselves desperately, counted 400 separate fires which were charring the land and sending up clouds of suffocating smoke to blacken the sky.

Attacking the raging fires was frustrating work. As firefighters worked to bring one blaze under control, others ran wild. In the three major fire fronts—the Klamath, Sequoia and

Los Padres national forests—10,000 volunteers were reinforced by Indian experts from New Mexico and detachments of servicemen. Despite a week-long around-the-clock battle, a firehead near Santa Barbara swept through the parched treetops at a mile an hour. East of Fresno, flames were stopped just short of the General Grant Grove of giant sequoias. In the Pacific Coast's worst fires in 30 years, at least eight people were killed and many thousands of acres of rich timber were lost for generations.





LATER WHEN THE FLAMES JUMPED ACROSS ROAD



BURNED RABBIT lies in Los Padres National Forest, where fires came six miles from Santa Barbara.



← **CREEPING FIRELINE** extends 25 miles along the side of El Camino Cielo Ridge, near Santa Barbara.

WALL OF FLAME nears a firefighter in Santa Clara county, which lost some 10,000 acres in brush fires.



RAY JENNINGS
NORTH CAROLINA

JAMES O. LAKIN
WEST VIRGINIA

BEN C. HENLEY
ARKANSAS

GEORGE KINNAR
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D. ELDRED RINEHART
MARYLAND

JOHN HARTLE
MINNESOTA

JOHN FEIKENS
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ELMER C. NELSON
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MAINE

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ILLINOIS

WILLIAM W. TREAT
NEW HAMPSHIRE

MILES HORST
PENNSYLVANIA

LEONARD HALL
CHAIRMAN, REPUBLICAN NATIONAL COMMITTEE

A LOOK AT THE WORLD'S WEEK

←48 REPUBLICAN CHAIRMEN WITH BUT A SINGLE THOUGHT

Standing solidly behind National Chairman Leonard Hall, Republican chairmen of 45 states, the District of Columbia and Hawaii (the Iowa, Mississippi and Tennessee chairmen missed the picture-taking) gathered in Washington. They were meeting for a special three-day "campaign

school" organized by the National Committee. They discussed '56 campaign issues like farm prices, heard lectures on such topics as "The Purchase of Radio and TV Time." Then they unanimously supported Eisenhower and Nixon for '56 and flew to Denver to visit the President.



PENNANT WINNERS' SUDSY CELEBRATION

In Milwaukee, the Dodgers celebrated their pennant victory at a clubhouse party. A new straw hat, swiped from Don Newcombe, was filled up with beer and pulled over the head of Don Zimmer who, egged on by Billy Loes (right), turned more beer onto Bat Boy Charlie DiGiovanna.

FLOOD VICTIMS' HOMEMADE BOATS

As gale-driven rains came in from the Gulf of Mexico, the worst flood in three centuries swept over four square miles of Mexico City. Refugees on rooftops reached safety in boats, improvised rafts and even in wash tubs. At week's end 25 people were missing and five were known dead. ↓

PERRY COMPTON
MISSOURI

CHARLES A. HASKELL
COLORADO

WILLIAM W. SPEAR
NEBRASKA

L. H. RUPPENTHAL
KANSAS

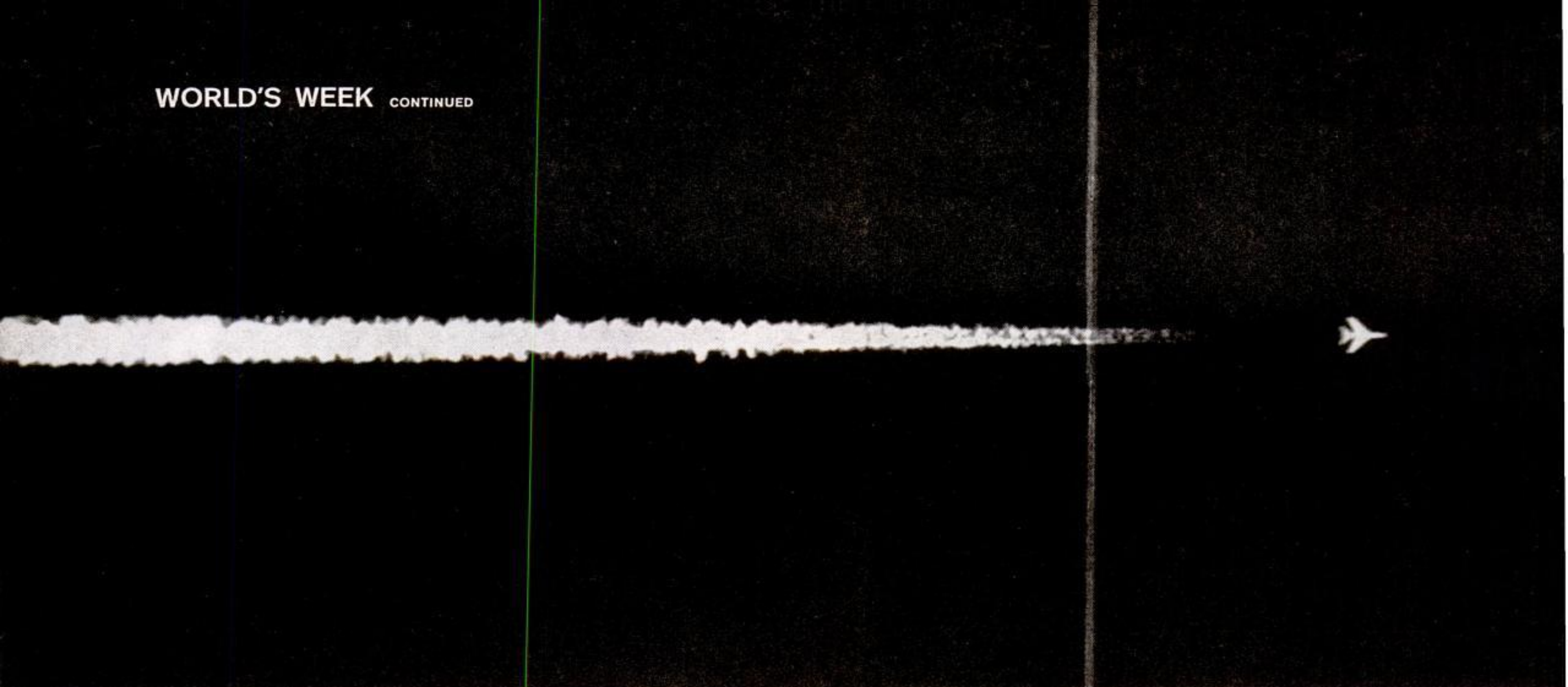
JOHN Q. ADAMS
TEXAS

ORGE LONGMIRE
ORTH DAKOTA

RY T. THORSON
WYOMING

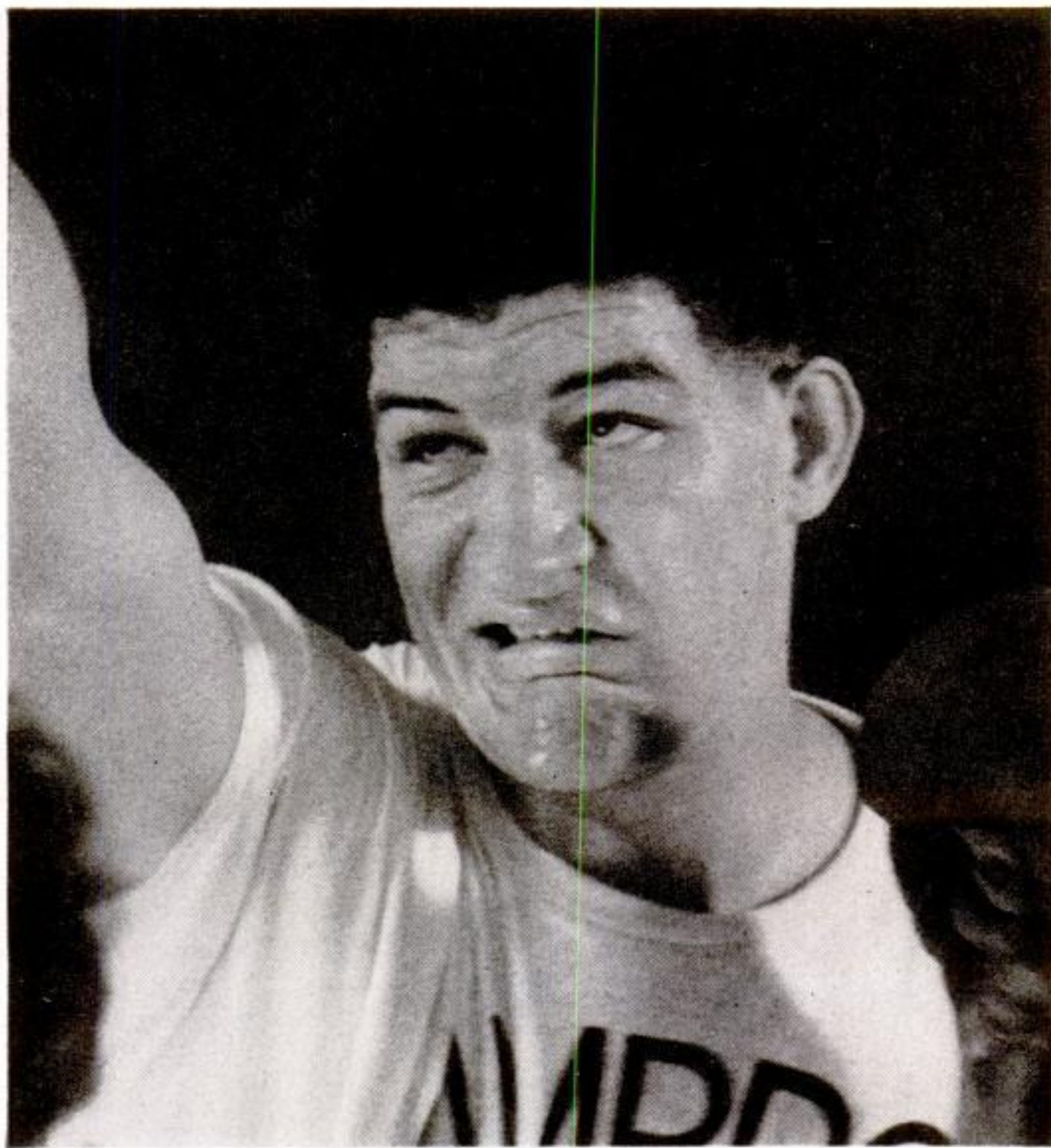


CONTINUED



A NEW JET RECORD AT 822.135 MPH

As the vapor-trailing jet streaked over Mojave Desert, a camera under a wire recorded the start of a new level-flight record. In an F-100C, Colonel Horace Hanes averaged 822.135 mph, 160 mph faster than sound. Bell's X-1-A rocket is faster but its speed has never been officially recorded.

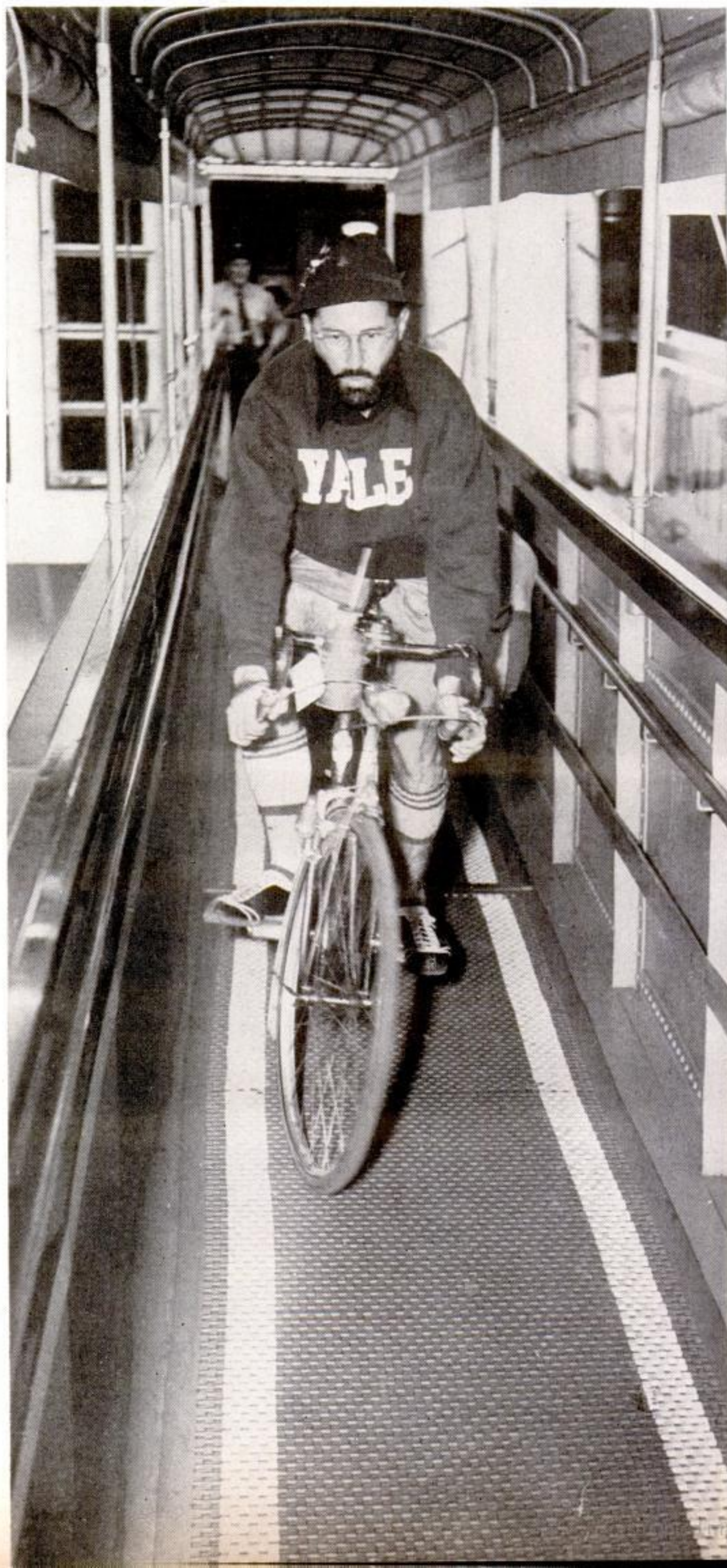


BOXER'S 'AGONISTIC COUNTENANCE'

Standing 7 feet 2 inches, 5 inches taller than Primo Carnera, South Africa's Ewart Potgieter won his first fights by knockouts. While training to meet Italy's Antonio Crosia, Italian officials called off the fight. Why? Because, they said, Potgieter had an "agonistic [combative] countenance."

BEARDED BICYCLIST BYPASSING STRIKE

Arriving during New York's dock strike, passengers on the *America* struggled to get their luggage ashore. But for a bearded, becaped Yale graduate named Thomas Plaut the strike was no problem. Fresh from a bicycle tour of Europe, he put his gear on his bike and pedaled off the ship.





Meal for a weight watcher — SOUP and FRUIT!

Here's a tempting lunch or a light supper that packs enough goodness to carry you through to the next meal. Yet it's really low in calories!

First and foremost: Campbell's Chicken Noodle Soup. A sound soup if ever we tasted one—chockful of golden egg noodles, and flavor-full of country chicken—the best of the white and the dark meat, too.

You can choose almost any Campbell's Soup. A cream soup or Vegetable Soup or Beef Soup. Surround it with cool and frosty

fruit—and you have a meal so good you feel better for it for hours!

Why? Because this light meal brings you just about everything a good meal should! Proteins, vitamins, minerals, energy—these you'll find aplenty, and you couldn't be getting them in a pleasanter way!

Today, watch your weight—and like it! Make one meal soup and fruit.



M'm! M'm! Good!

YOUR BODY NEEDS . . .

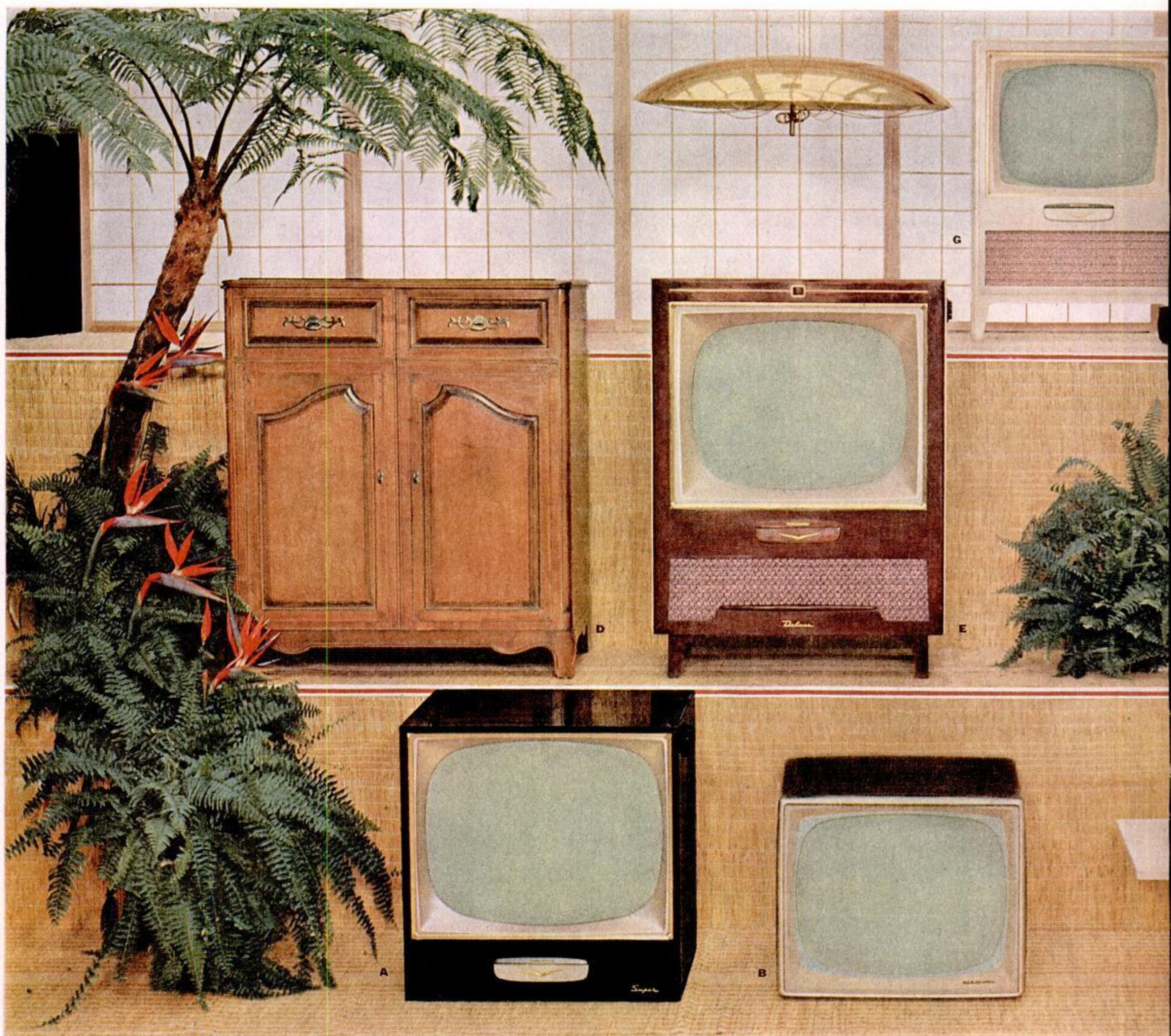
PROTEINS—for upkeep and growth
VITAMINS and MINERALS—for vitality
CARBOHYDRATES—for energy
LIQUIDS—for your well-being

A VARIETY OF SOUPS SUPPLIES THEM ALL

Once a day . . . every day . . . SOUP!

RCA Victor announces the

WITH THE NEW "UN-MECHANICAL LOOK"



A. 24-in. Wayland (24T6142) \$249.95. B. 21-in. Headliner (21T6082) \$199.95. C. 17-in. Thrifton (17S6022) \$149.95. D. 24-in. Winthrop Deluxe (24D679) \$500. E. 24-in. Everest Deluxe (24D655) \$349.50.

More—far more—for your money
at every price level—\$149⁹⁵ to \$500

Walk into any RCA Victor dealer's. You notice an air of excitement. The Big Change in television has arrived!

Everywhere the "Un-Mechanical Look" catches your eye. This TV is fine furniture—not mere equipment. In sleek table models like the 17-inch *Thrifton* at \$149.95 and the Oversize 21-inch *Headliner* at \$199.95, you see nothing but a fine picture and a luxurious cabinet.

Now you move on to wonderfully low-cost 2-speaker swivel sets—"Big-Wheel" rollarounds—luxurious "low-boys." Imagine the Provincial 24-inch *Winthrop Deluxe* in your living room! Or the exotic

Big Change in Television

—TV'S FIRST COMPLETE RE-STYLING

**SEE THESE 7 MAJOR ADVANCES IN
STYLING, PERFORMANCE AND VALUE!**



1 New "High-and-Easy" Tuning—in 3 convenient types! Dial *standing up* . . watch the picture as you dial. (Left) "Hidden Panel" Tuning on most table models. (Right) "High-Side" Tuning for consoles. "Up-Front" Tuning on full-door sets.

2 New "4-Plus" Picture Performance! Only RCA Victor gives you all four "plus" factors for TV's finest picture in sets as low as \$200:

- (1) 100% automatic gain control for constant signal regulation.
- (2) "Sync" stabilizer that kills interference jitters.
- (3) 7% extra brightness.
- (4) 33% extra contrast.



3 New "Front Window" Channel Indicator! King-size channel numbers illuminated in window near screen.

4 New Balanced Fidelity Sound! Re-creates the *entire range of sound* sent out by the television networks.

5 Eight New Swivel Models! New "Big-Wheel" rollarounds, too! Here is television that moves and goes places!

6 Prices down as much as 18%! And as much as \$100 more value per set than in previous comparable models!

7 The "Un-Mechanical Look" in many new woods and finishes! This TV is fine furniture, never mere equipment.

Famous RCA Factory Service, assuring you of expert installation and maintenance is available in most TV areas — but only to RCA Victor TV owners. Ask your dealer for details.

Manufacturer's nationally advertised VHF list prices shown, subject to change. Slightly higher in far West and South. UHF optional at extra cost.

See Milton Berle, Martha Raye alternately on NBC-TV, 3 out of every 4 Tuesdays. And don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, Sept. 19.



RCA Victor salutes National Radio and Television Week—"Dedicated to Better Home Entertainment." September 18 to 24.

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION

swivel-base *Rittenhouse Deluxe* with its cabinet of *two* prized woods!

In every RCA Victor set, you see Big Changes in styling . . . and Big Changes in performance, too! New "High-and-Easy" Tuning that lets you dial standing up—Balanced Fidelity Sound—\$500 *picture quality* in sets as low as \$200.

Best of all, prices are unbelievably low for RCA Victor quality! Never before have you been able to pick from such a wide range of models, finishes and prices. For the happiest shopping of your life, make a date to see your RCA Victor dealer *soon!*

F. 21-in. *Rittenhouse Deluxe* (21D648) \$339.95. **G.** 21-in. *Gladstone* (21T635) \$279.95.



Try it and see...no finer flavor anywhere

Here's a whiskey with a smooth, mellow taste from first sip to last.

That superb old-fashioned flavor simply can't be matched in any other whiskey.

**Make a change
for the better!**

Paul Jones

One of America's finest whiskies since 1865

BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS. FRANKFORT DISTILLERS CO., N. Y. C.

IT CAN BE TRUSTED IF THE FREE SYSTEM IS ALLOWED TO GROW BEYOND U.S. SHORES

As the Democrats keep saying, the Eisenhower administration is very close to American business. As the Democrats do not say, one product of this intimacy is the unremitting buoyancy of the great '55 boom. Businessmen, now taking their post-Labor Day look ahead, find incomes, employment, sales, profits, production all hitting new highs. The auto industry, for example, will end 1955 with an output of 7.25 million cars. This will not only be an all-time record, like most 1955 statistics; it is also about a million more cars than the most euphoric Detroiters had predicted when the year began.

The boom has grown far bigger and faster than most economists expected. And since their predictive science is still capable of surprise on the up side, may it not be equally capable of surprise on the down? Nobody can answer this for sure, but we can all look around.

If the first way to avoid depressions is to curb and thereby prolong booms, now is the obvious time to curb this one. The government has moved to do so. Last week the Federal Reserve System tugged a little harder at the strings that control the amount and price of money, raising interest rates (for the third time this year) and warning bankers to be more cautious with their loans. These loans have been running ahead of our real savings and thereby turning the boom into an incipient inflation, as recent increases in the price index attest. Maybe the government should get still tougher and maybe it will. To curb a boom without halting it, credit brakes must be timed with great delicacy. A layman need not try to call the exact signal so long as the Federal Reserve and the Treasury show themselves willing to handle the problem. This they have done.

What other danger spots in this boom? Farm income is still sagging at a time when farm machinery prices are being raised. Business inventories are accumulating at a rate which all but guarantees a corrective shakeout, with accompanying jitters, this winter or spring. There are too many small business failures. And so on. But these are the kinds of imbalances and fluctuations that characterize a free system. They can be trusted largely to correct themselves so long as the system itself is trusted and managed with understanding.

This system, free enterprise, is again proving itself to be one of America's great assets. It has carried the boom far beyond the point where our full employment can be attributed to defense spending. Its extraordinary performance has silenced its critics and made the word "capitalism" respectable once more—not only here but in Europe. Not since the 1920s have believers in economic freedom been able to point to so much success, or had so many friends in power.

On this broad blue horizon, it takes some peering to see the real clouds; but they are there . . . Europe's boom shows signs of relapse into the old European disease of inflation. In Britain, superfull employment is pushing up wages and prices faster than production, and Britain's foreign trade balance with the dollar area is in the same kind (though not the same degree) of trouble that kept her on the American dole until 1952. Germany, too, has begun to worry about her wage-price spiral even before feeling the inflationary effect of her promised rearming. Chancellor Butler is rightly trying to fight his inflation by monetary self-discipline, and Minister Erhard his by liberalizing German imports. But for political reasons, neither can do as much as he should along these lines, and if things get worse either might be forced back to the autarchic policies of the Cripps and Schacht eras. Despite the

prosperity of the past two years, no European country has fully dismantled its exchange controls, nor is the pound yet convertible with the dollar.

To keep the situation from deteriorating, the one thing most needful is the steady expansion of the world market on which all European countries depend. This world market has been a special care of the Eisenhower administration—on paper. The President has often said, as he did last January, that the U.S. should "take the leadership in promoting . . . high levels of trade." Such excellent sentiments have done their share to stimulate the European capitalist revival. But when it comes to White House actions, leadership is just what our European friends have lately been *not* getting.

The two worst examples are bicycles and generators. The President, after long stalling, succumbed to U.S. industry pressure and approved a 50% increase in the tariff on bicycles. English bicycles of the lightweight type have been making their own new market here against virtually no U.S. competition and will continue to; the higher tariff is therefore just a nuisance tax on the U.S. consumer. In heavier bicycles, though there are some German imports, U.S. manufacturers still dominate an expanding market. There are fewer than 5,000 U.S. bicycle workers. The new tariff is therefore almost meaningless to the U.S., but very meaningful to Europe. It says: you can try to develop markets here, as we have been urging you to, but if you succeed you will arouse enough congressional pressure to make us renege on the invitation.

The Chief Joseph Dam decision of last week was even rawer. English Electric of London spent \$60,000 preparing its bid on six generators and three transformers, and its bid was the lowest by about \$1 million. Yet Defense Secretary Wilson gave Westinghouse and another Pennsylvania company the contract (under pressure from Senator Martin and other politicians) on the ground that Pittsburgh has more than 6% unemployment (it has 6.1%). The contract will enable Westinghouse to hire a few hundred people, but not the steelworkers who, displaced by automation, make up most of the 6.1%. Thus the government employs a phony legalistic excuse to soak the taxpayers an extra million dollars—and at a time when national employment has never been higher.

One need waste no tears on English Electric, which has plenty of other business. But what about the President's announced, deliberate and desirable policy of American "leadership" in trade expansion? If this policy cannot surmount protectionist pressures in a year of record prosperity, how can Europeans trust it for the long pull? Trade that follows flags that closely is not world trade and will never build a free world market.

Much may turn on these seemingly close decisions; much turned on the Federal Reserve's failure to check the credit inflation of 1928, and on Hoover's failure to veto the Smoot-Hawley tariff. Such failures always have their rational excuse; they are not failures of reason but of imagination. The full role and task of free enterprise in the next decade is not confined to the U.S. The materials are all at hand for another breakthrough to new levels of world trade and prosperity. Our boom and our system are the chief of these materials; but they need more friends and more room. Without real American leadership there will be no world market. Without a world market and an expanding environment, even U.S. free enterprise and prosperity have a limited future.



Two amateurs: The kid had never touched a girl, the lawyer had never tried a case!



It all began with a beach party, a chance meeting, a piercing scream—and then ... arrest!



Did they plant the pretty and not-so-private secretary on his side to help him win—or make sure he lost?



Wherever the frantic mother turned—another "friend" turned into another enemy!

Tense!
Timely!
Tremendous!
**A DRAMA THAT GOES
FAR BEYOND A TEEN-AGER'S
TRIAL FOR MURDER!**



The power and impact of the prize-winning best seller inspires prize performances from an all-star cast.



The corrupt jailer beat the mob's threat with a promise: "The kid'll get a fair trial and a legal lynching!"

M-G-M PRESENTS

TRIAL

STARRING

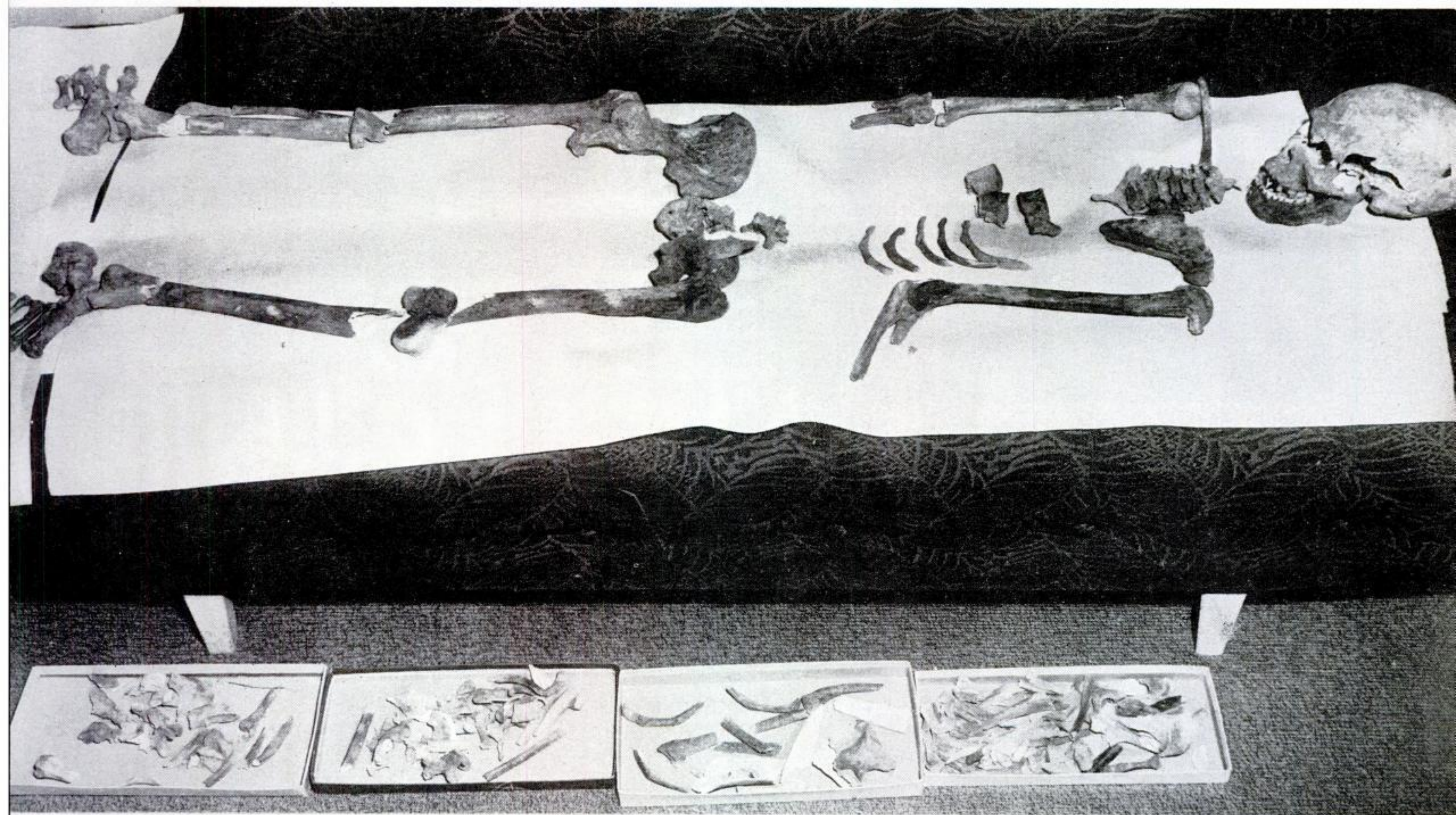
GLENN FORD
DOROTHY McGUIRE
ARTHUR KENNEDY
JOHN HODIAK
KATY JURADO
With
RAFAEL CAMPOS
JUANO HERNANDEZ

Written by
DON M. MANKIEWICZ
From His Harper's Prize Novel

Directed by
MARK ROBSON

Produced by
CHARLES SCHNEE
An M-G-M Picture

A 15-YEAR MYSTERY GETS 9,000 YEARS OLDER



RESTING ON CORONER'S COUCH, THE SKELETON, WHICH TURIN TOWNSFOLK NAMED GEORGE, IS ARRANGED IN HUMAN FORM. BOXES HOLD SMALLER PIECES

Bones found in an Iowa sandpit may be oldest American skeleton

When his bulldozer scooped a set of bones out of his gravel pit in Turin, Iowa, sand salesman Asa Johnston sensibly took them to the coroner. There he helped piece the bones together on the sofa (above) to see if they belonged to a Turin man who had vanished about 1940. Puzzled, the pair called in a paleontologist and an anthropologist for a look and found that, instead of solving a 15-year-old mystery, they had made one of the most important archaeological finds in the New World.

Almost overnight the pit filled up with excavators: geologists, anthropologists, neighbors and Johnston, still using his bulldozer. By last week the task force had found three more complete human skeletons, along with most of the bones of a bison and assorted oddities. For final word on the bones' age the scientists hope to run radioactive carbon tests. But the earth layer in which they lay indicates they may have been there 9,000 years. If so the four sets of bones, probably of ancestral Indians, are the oldest complete, scientifically documented human skeletons ever dug out of American soil.

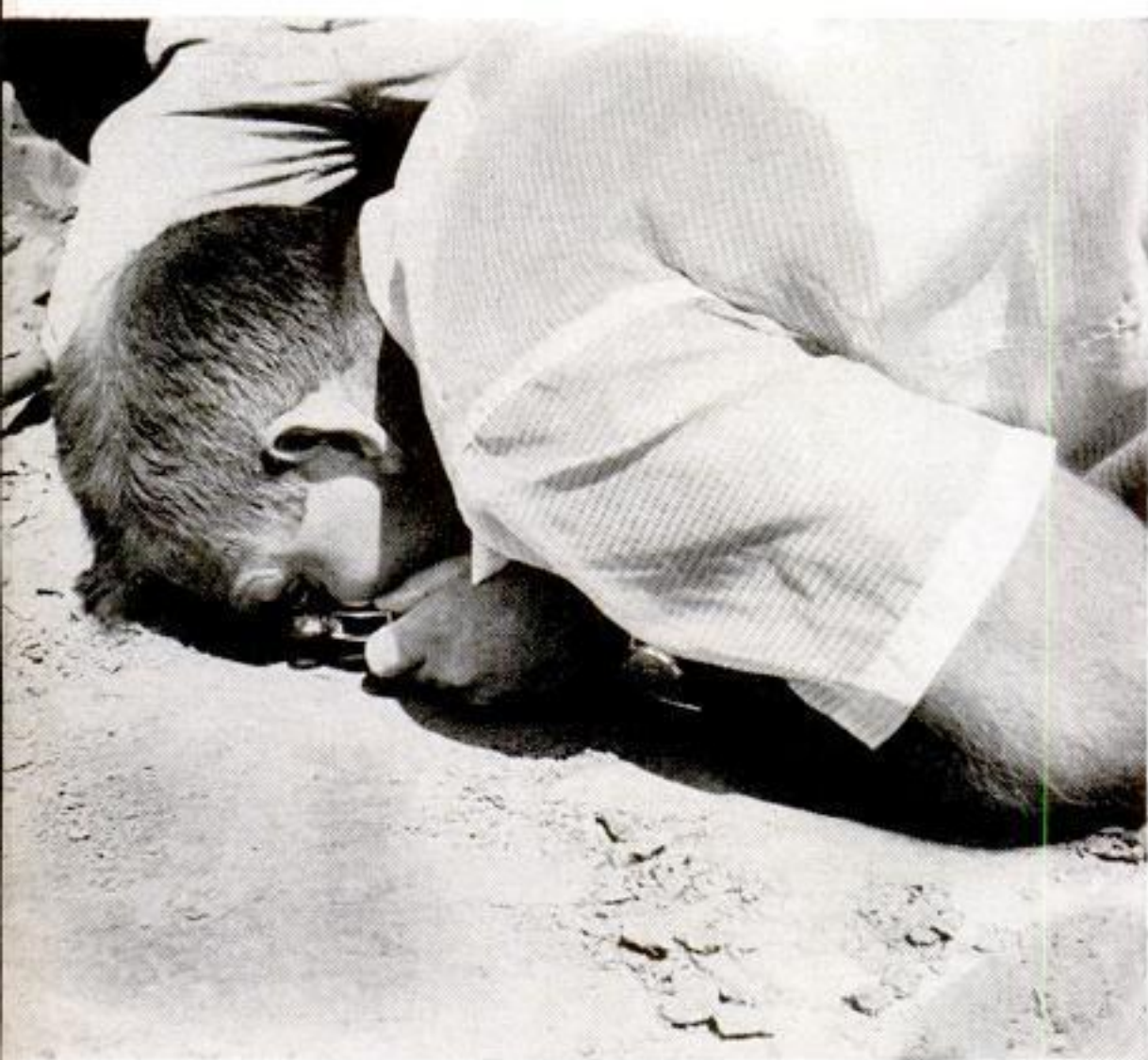
WATCHING SPECTACLE, high school girls and boys who came 40 miles crowd into pit as scientists dig toward third skeleton (under white cloth, center).



CONTINUED



COMBING DIRT scooped out of cliff by bulldozer which uncovered the first skeleton, Paleontologist W. D. Frankforter finds fragments of a bison toe.



TRACING GRAVE of the third skeleton so it can be removed intact, Anthropologist R. J. Ruppé uses magnifier to find faint mark left by ancient seepage.



MATCHING LEGS with third skeleton uncovered, Franklin Fenenga flexes his knees while Dr. Ruppé shows how body was buried in a curled-up position.

The first skeleton found had deteriorated in dry air-conditioning in the coroner's office, but the other three were left inside chunks of the moist earth.



BOY'S BONANZA, a vertebra from a mammoth, is displayed by Jonathan Davis, 7½, who found it. Although older than the human bones, it is less rare.



DOG'S DAY is enlivened as it paws furiously into the sand under the watchful eye of its owner, Janice Johnson, but the dog failed to unearth any bones.



MATCHING BABIES, Asa Johnston holds cast containing skeleton No. 4, an infant about the same size as 6-month-old James Wolpert, held by sister Mary.

We took the freezer chest out...

so you can put
an extra bushel of
food in



NEW CROSLEY SHELVADOR "100"

100% Refrigerator...with automatic defrost

Now...a new kind of refrigerator
for families with freezers...
and those who plan to get one

Why pay a premium for a freezing compartment you don't need, when you can get so many extras...including an extra bushel of food space...in this new Custom Shelvador.

Designed to work arm in arm with your freezer, the "100" gives you the food storage you've wished for day after day. Loads of room for bulky foods, jars, tall bottles...plus all those leftovers. And you'll still have space left over! You get the capacity of a giant "15" in 11 cubic feet...actually 30% more fresh food space.

And the foods you store never tasted fresher, or looked more appetizing. Crosley's exclusive Controlled Humidity regulates moisture so even that half grapefruit or cantaloupe for tomorrow's breakfast won't dry out. All this with Crosley's famous Automatic Defrost System that lets you forget about defrosting for good.



FREEZES ICE IN BIG "PARTY" BATCHES... 10 lbs. of ice cubes at a time. Five Quick-Release trays pop the ice right out. And the Ice Chest defrosts automatically. No scraping, no pans to empty!



ALL THE SHELVES ROLL OUT—on lifetime nylon rollers that glide food to you. Huge Roll-out Meat Drawer and Full Width Crisper keep meat and vegetables market fresh for days and days.



CROSLEY DEEP-DOOR DESIGN—and you know what that means! Every shelf completely recessed, deep enough even for half-gallon milk bottles. Handy Egg Tray, Butter and Cheese Keepers.

CROSLEY'S NEW "POLAR PAIR"...the new Shelvador "100" refrigerator and the Shelvador Freezer that matches it exactly. A planned together, styled-together center for every kind of food storage. Let your Crosley dealer tell you about the extra special trade-in you get when you buy these two beauties together.



CROSLEY

CROSLEY DIVISION OF AVCO, CINCINNATI 25, OHIO

Now! Necchi invents an amazing, completely

NEW PUSH-BUTTON SEW



World's only automatic home monogrammer! It makes tapered satin stitches automatically... for exquisite monograms of any size!

Stunning cabinets for every decor. Handsome designs in rich woods.



It's like a "human" machine out of science fiction. It opens a whole new age of home sewing! Just push a button, and stunning fashions practically pop out of the new Push-Button Necchi... finished!

It's the third revolution in sewing brought to American women by Necchi! The first machines to embroider automatically, were made by Necchi. And now... the most amazing machine of all!

The fabulous new Push-Button Necchi not only

sews plain and fancy... it's the only machine that does everyday sewing entirely automatically, too.

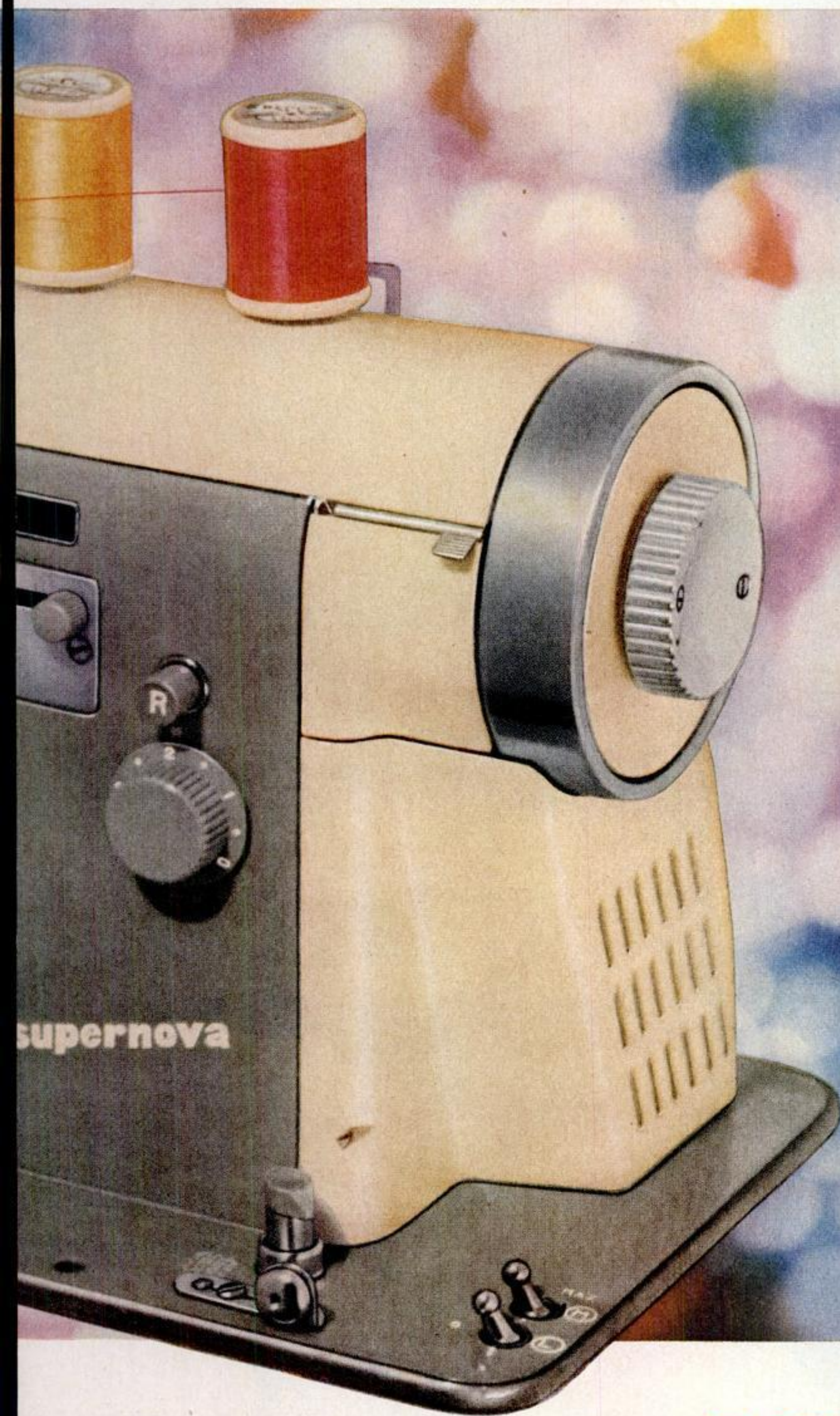
Just push a button... it makes buttonholes, mends, darts, monograms... all by itself. You don't even have to turn the fabric! Fancy stitches? Endless numbers!

See a free demonstration of this masterpiece... or you'll do yourself a real injustice! It does so much more than other machines; why settle for less? Free sewing lessons. Straight stitch model, \$98.95.

Free! Dressmaker tape measure and booklet. Write dept. S511, Necchi Sewing Machine Sales Corp., 164 W. 25 St., N. Y. 1, N.

new way to sew!

ING MACHINE!



Instant buttonholes!
Only home machine that
binds both sides, bartacks
both ends, in one operation,
automatically.



**Fancy stitches never
before possible; no other
cabinet machine moves
fabric back and forth while
needle moves side to side!**

*The day you
never dreamed
would come...
is here!*

*Just push a
button, and
a "miracle"
machine
does all your
sewing
automatically!*

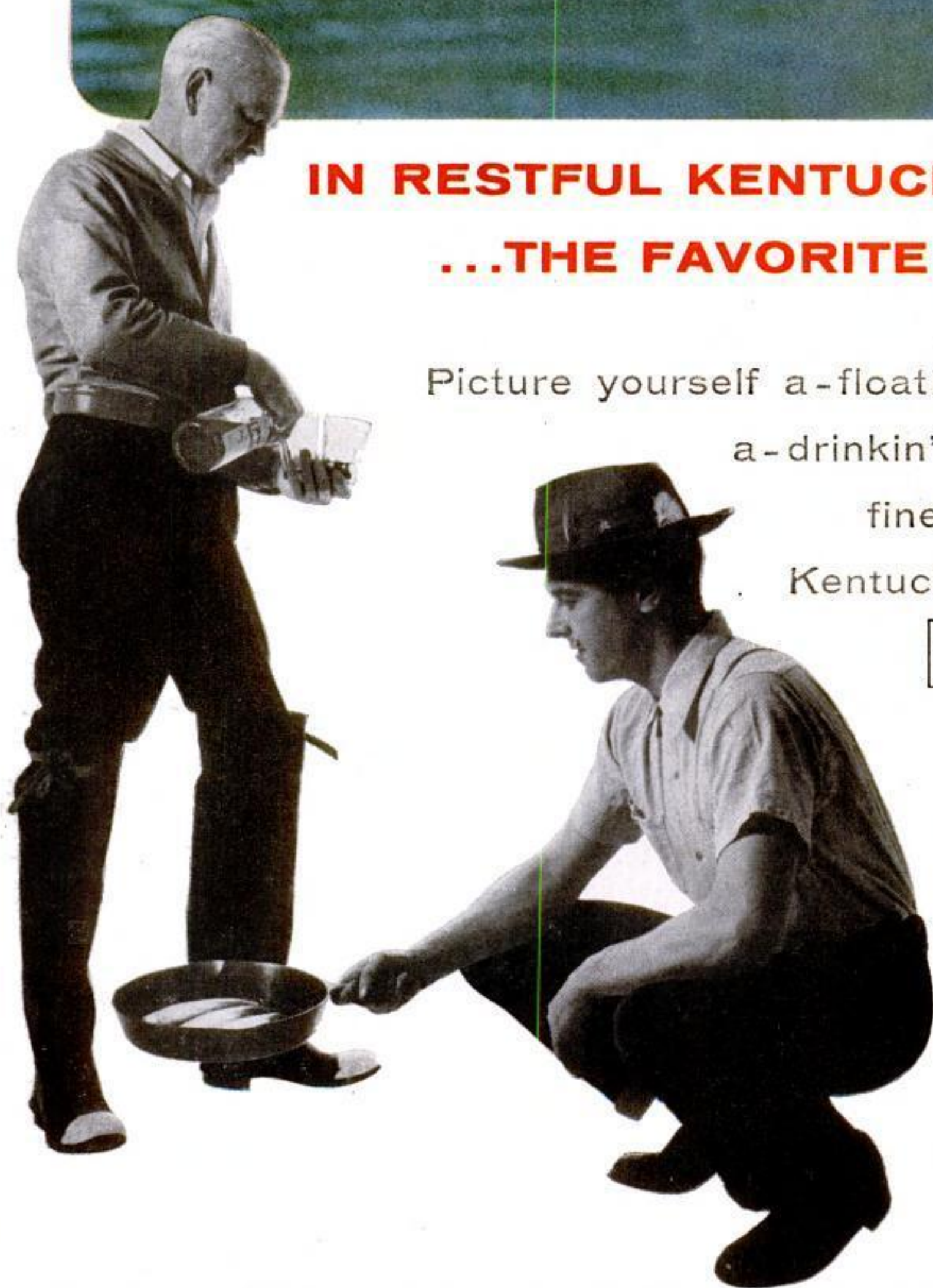
New Push-Button **NECCHI**®
You sit like a lady, while it sews like a genius! Automatic





**IN RESTFUL KENTUCKY...FAMED FOR FINE WHISKY
...THE FAVORITE OF ALL IS EARLY TIMES**

Picture yourself a-floatin' down the river,
a-drinkin' Early Times. Because of all the
fine whiskies made in Kentucky,
Kentuckians themselves overwhelmingly
choose Early Times over all
other straights. That's
recommendation. And it's
every ounce a man's whisky.



EARLY TIMES

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KENTUCKY STRAIGHT BOURBON WHISKY

EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY. • 86 PROOF

A U.S. TRAIN MAKES THE GRADE IN INDONESIA



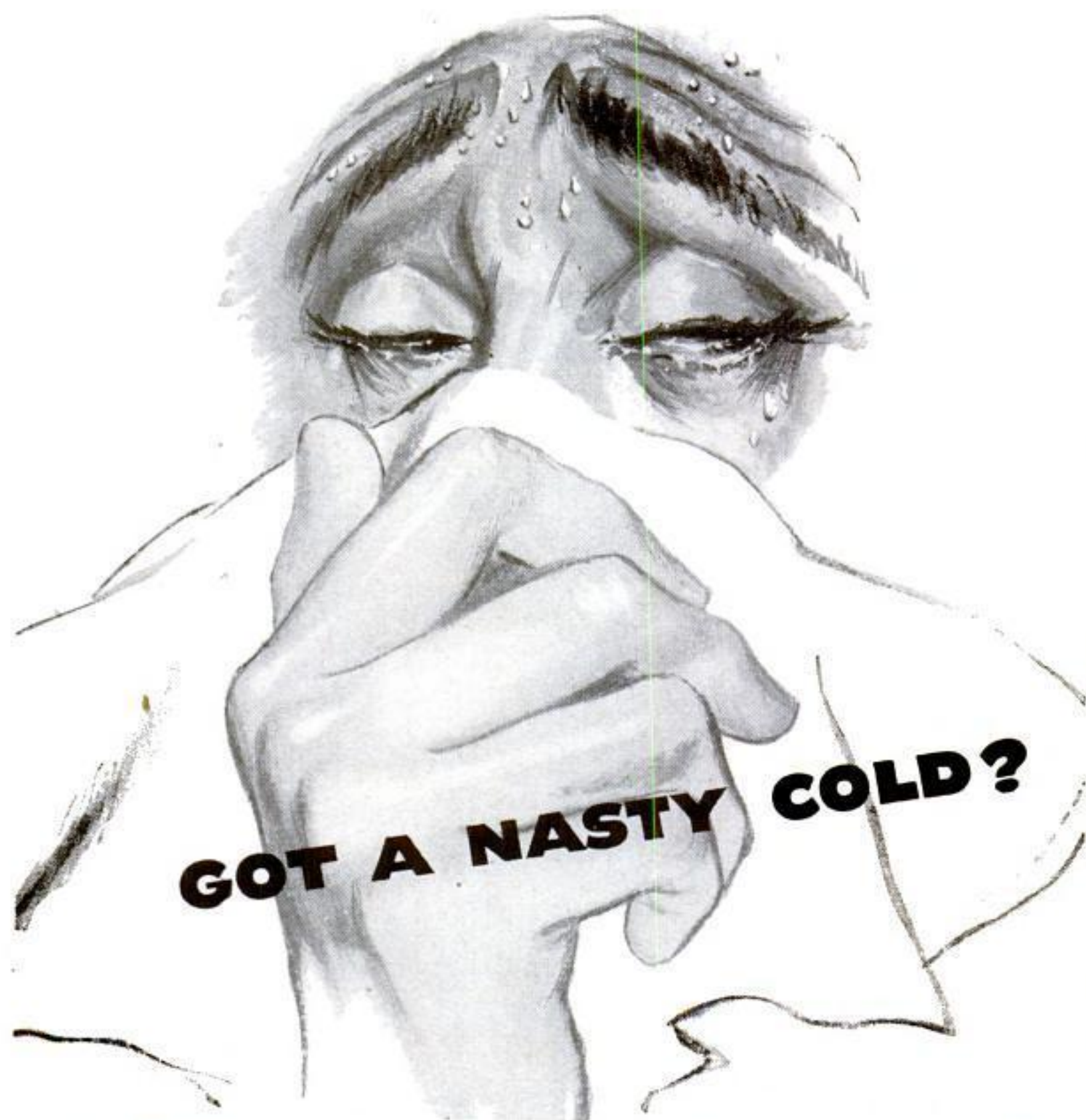
IN THE U.S. PAVILION A DELIGHTED INDONESIAN CROWD ALMOST SPILLS OVER ONTO THE TRACKS AS THE AMERICAN MODEL ELECTRIC TRAIN WHIZZES BY

A model engine puffs and whistles its way to a U.S. propaganda victory at the Jakarta trade fair

Trying to win the propaganda victory at an international trade fair, the U.S. at Jakarta, Indonesia used a little engine that could. As a shiny U.S.-made model electric train clicked over the tracks in the U.S. pavilion, popeyed Indonesians gave happy gasps at the smoke puffs trailing from the engine. Whenever the engine whistled, the Indonesians hooted right along with it. The crowds at the U.S. exhibit grew bigger and bigger until finally the train had to be stopped at regular intervals to clear the way for new visitors. With this as one of its star attractions, the U.S. display

easily stole the show from Red China, which had made twice as big an effort to impress the Indonesians.

The U.S. Department of Commerce's Office of International Trade Fairs had invested \$350,000 in the U.S. pavilion. Besides the train, the pavilion had a TV show (*next page*), a voting booth and an ice show that was watched by thousands of people who had never seen ice or ice skating before. After its success in Indonesia, the U.S. exhibit went on to another fair in Karachi, Pakistan, where it proved to be just as popular.



NEW BROMO QUININE[®] GUARANTEES YOU MORE COMPLETE RELIEF than any other cold remedy!

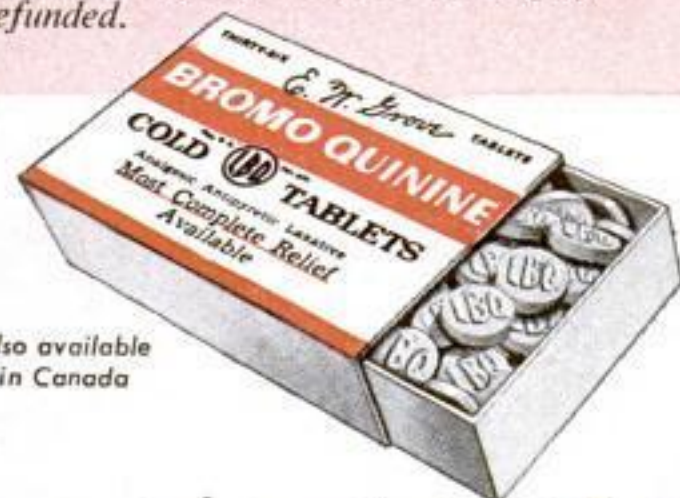
Unlike aspirin or other less effective remedies, new Bromo Quinine is a *real* cold tablet! It now guarantees you the most complete relief possible from *all* these cold miseries:

Here's New Bromo Quinine's Amazing Guarantee:

*If you have ever bought any cold
remedy—at any price—
that brought you:*

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

... simply return the unused tablets
and your money will be promptly
refunded.

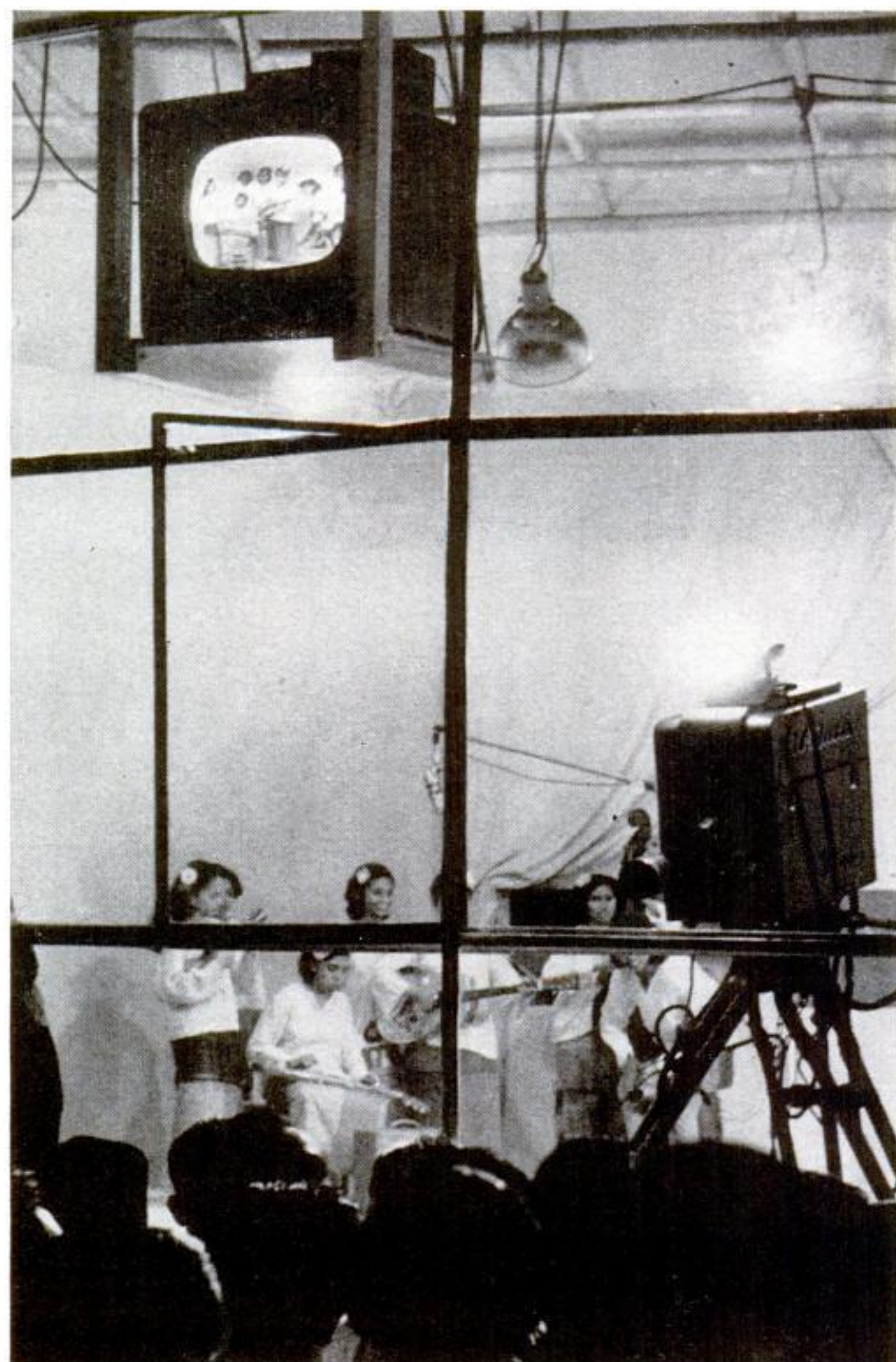


1. Stuffy or runny nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

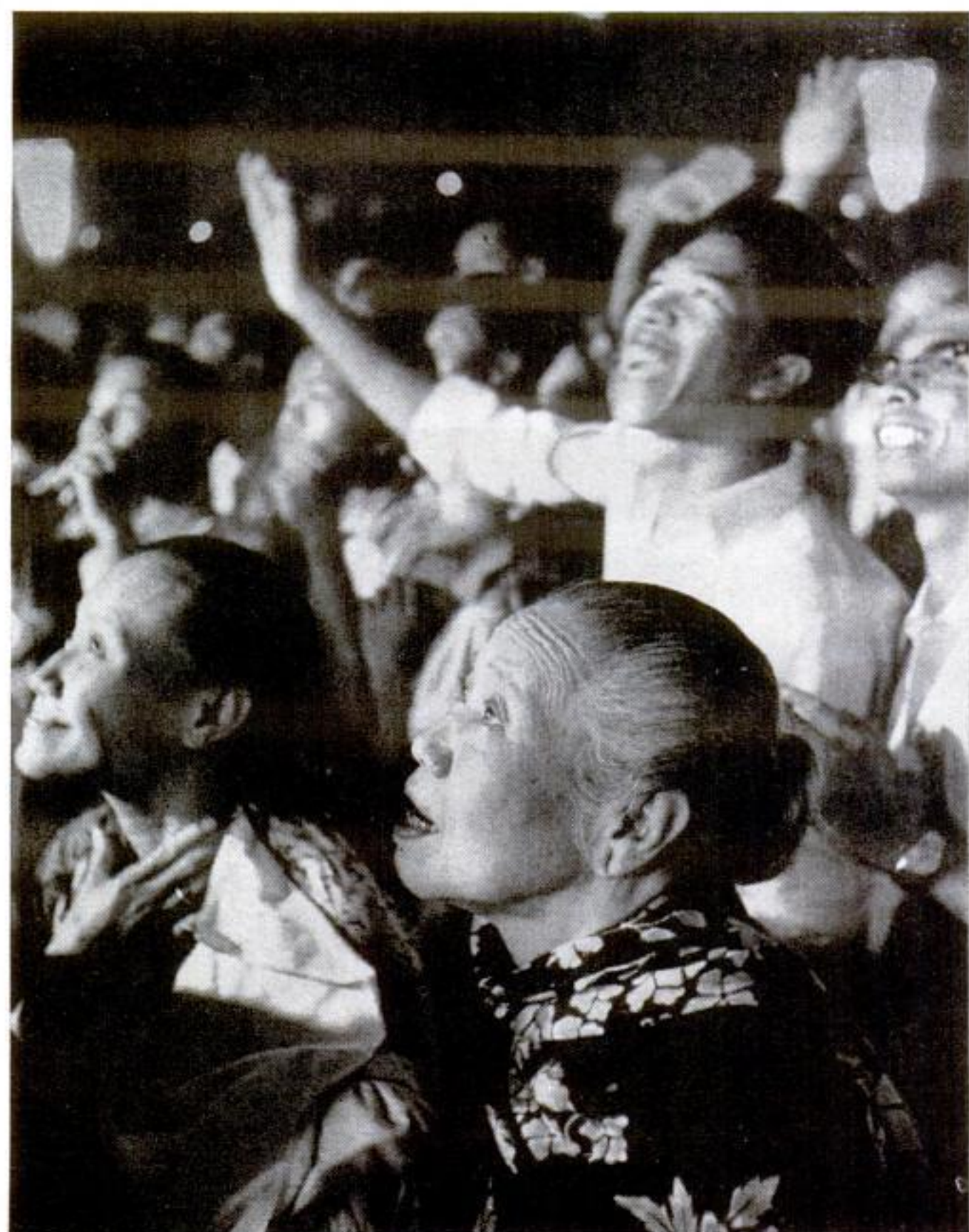
BROMO QUININE'S exclusive medicinal formula combines 5 potent cold-fighting ingredients—plus amazing new citrus bioflavonoid—specifically designed to relieve more cold symptoms, including those caused by viruses, than any other leading product.

When you've got a real cold - get a real cold tablet

BROMO QUININE



SEEING DOUBLE, an Indonesian studio audience encountering television for the first time watches local musicians both on the stage and on the screen.



HAMMING IT UP like any U.S. studio audience, Indonesian spectators goggle, grin and wave at their images as the television cameras turn on them.

New G-E De luxe **PINK** lamp bulbs flatter complexions and furnishings

General Electric announces a new line of decorative lamp bulbs—De luxe PINK. These exciting new bulbs give radiance to your complexion and warmth to the appearance of your home and furnishings.

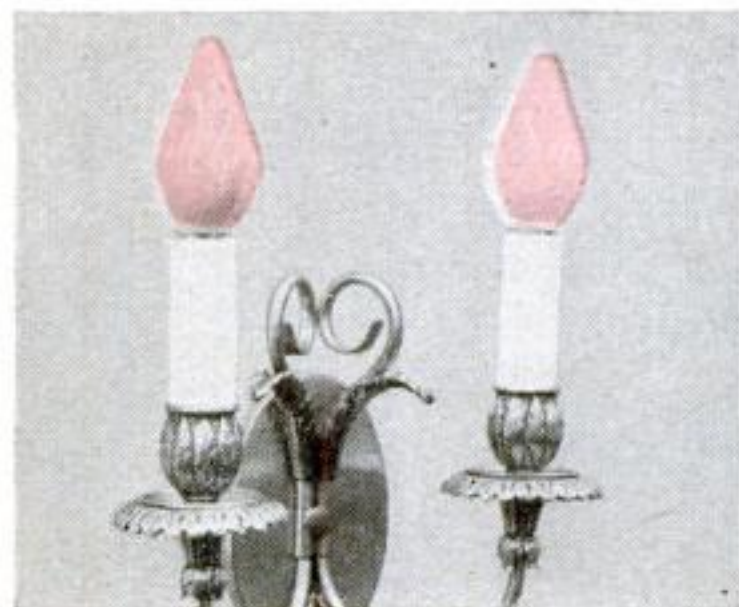
G-E has coated these new bulbs with a special pink filter, especially designed to pick up and enhance the warm tones naturally present in skin, fabrics and woods.

Because of this special pink tinting, new color and beauty are added to complexions. Many fabrics look richer, more luxurious. The coloring also brings out the warm, lustrous tones of polished woods, especially darker ones like mahogany, walnut and cherry.

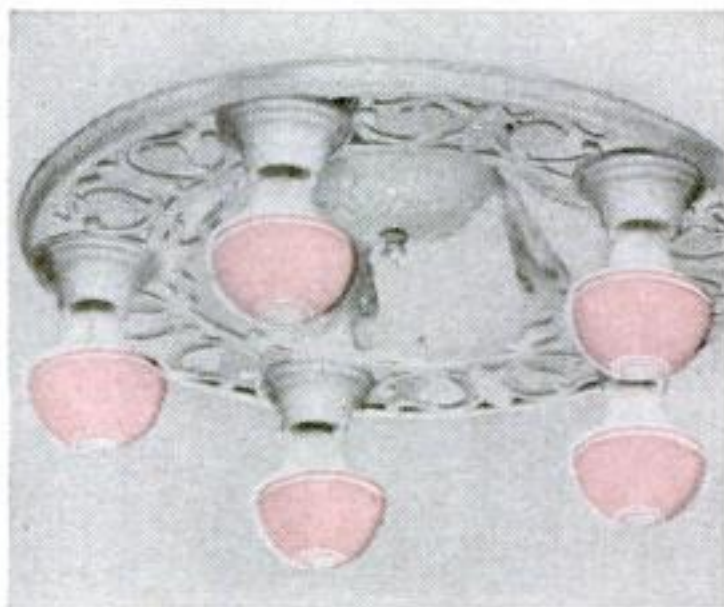
The coating of G-E De luxe PINK bulbs eliminates "hot spots", softens shadows and reduces glare.

The next time you shop, look for G-E De luxe PINK bulbs in their distinctive pink packages. If your favorite store does not have these new bulbs in stock it will have them soon. Large Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

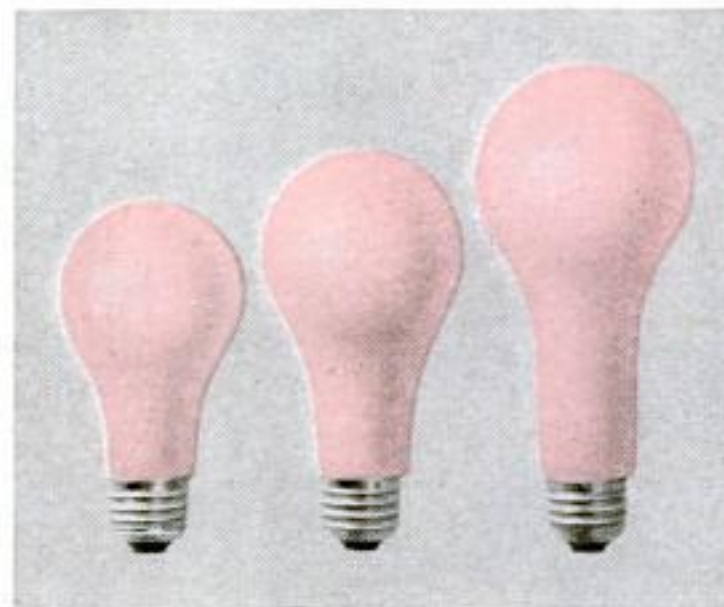
GENERAL  ELECTRIC



Flame-shaped 25 watt G-E De luxe PINK bulbs are ideal for wall fixtures. 25¢ ea.



50 watt GA PINK bulbs for bare-bulb shower type ceiling fixtures. 49¢ ea.



75 and 100 watt 29¢. 150 watt 32¢. 50-100-150 watt 69¢. 100-200-300 watt 89¢.



Package of four 75 or 100 watt bulbs—\$1.16. Easy to carry—easy to store.

An act of faith

Have you noticed watches offered at "bargain" prices—watches with names you never heard of before? Beware! Remember that a watch is one purchase you have to make on faith. Look for a brand name you know you can trust, a watch you can be proud to wear. Buy from a man who's a watch expert: your jeweler. We think he'll recommend a Hamilton (jewelers consider Hamilton the finest watch made today). Put yourself in his hands and be safe.

IT MEANS SO MUCH MORE
TO GIVE...OR GET...A

Hamilton



GINGER, \$55.00



GRENADIER II,
waterproof,* \$79.50

*Provided original seal is restored if opened for service.

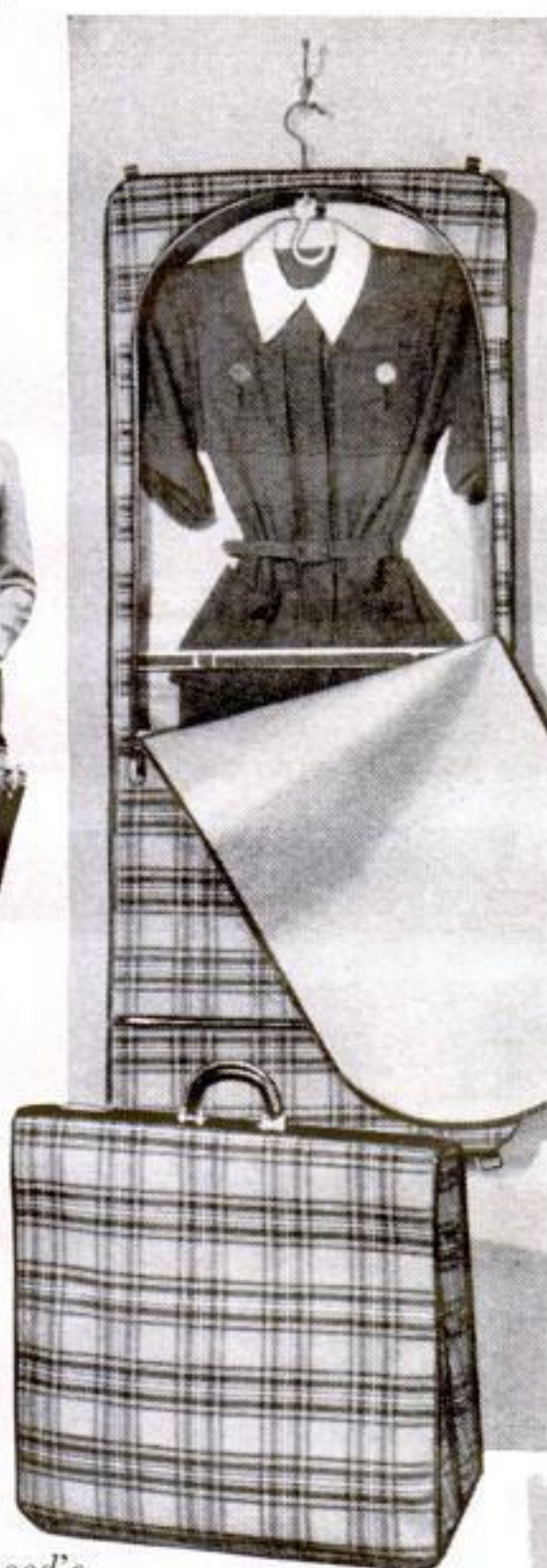
Prices include Federal tax.

Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models as low as \$33.95.

LEED'S

*the smartest lightweight
luggage ever!*

Traveling's a pleasure with Leed's ever-popular TRIP-ZIP King and Queen...de luxe center-fold travel wardrobe bags that carry 5 suits or 10 dresses... wrinkle-free. Two pockets: for accessories, for shoes. King (47"), \$12.95; Queen (54"), \$14.95. New! Leed's all-purpose UMBRELLA TOTE BAG, \$9.95. Companion accessory bags (not shown)...his Leed's 20" DUO-PAK with TWO separate compartments, \$6.95; her Leed's 17" HAT BOX, \$9.95. Perth Red or Glencoe Green Rayon Plaid. Prices subject to 10% Fed. Tax and may vary geographically.



See Leed's complete line. For name of nearest store...call WESTERN UNION by number and ask for OPERATOR 25.



Write for Brochure L, "Carefree Traveling with Leed's."

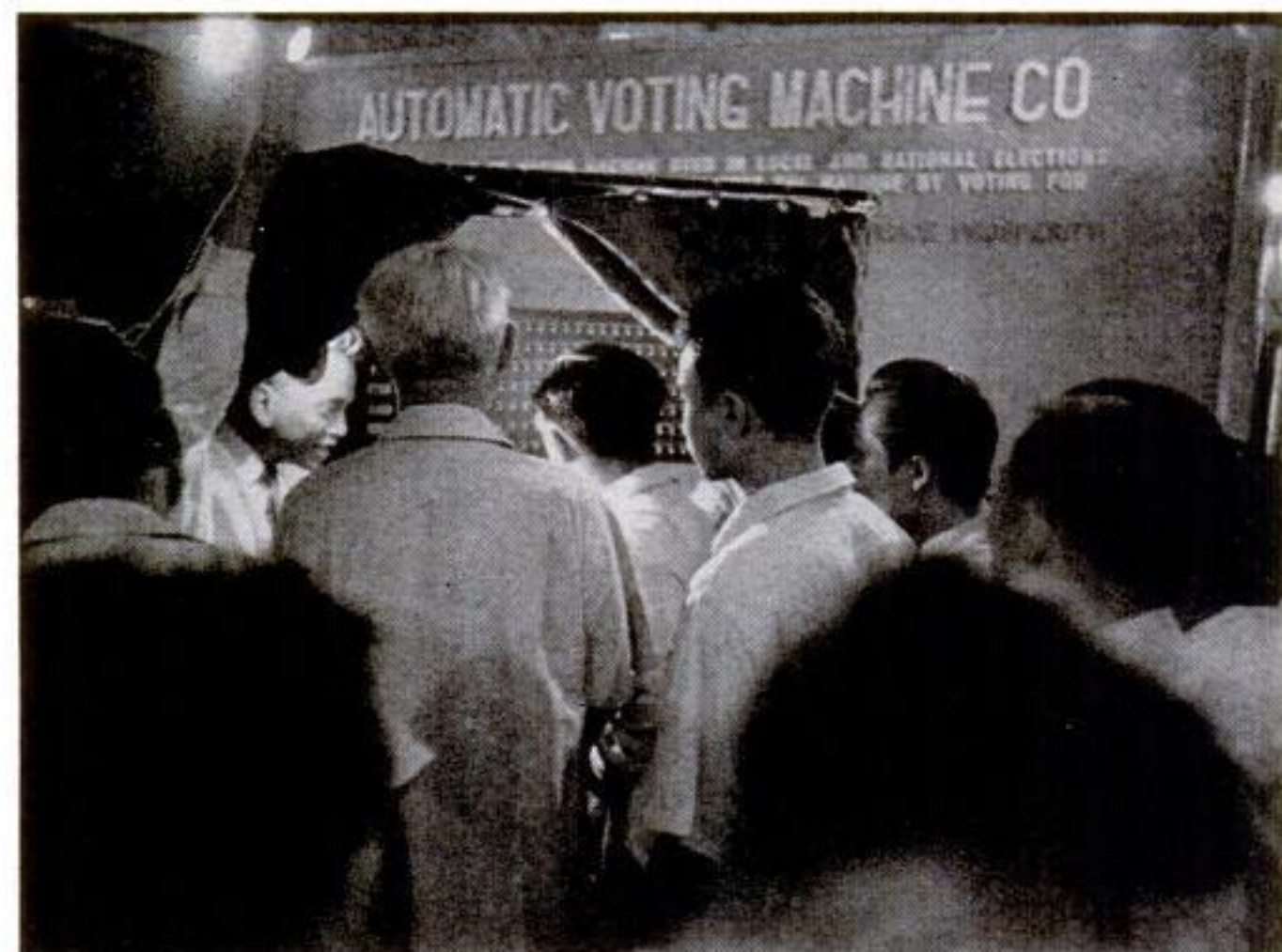
LEED'S

TRAVELWEAR CORPORATION

185 Madison Avenue, New York 16, N. Y.
the world's largest manufacturer of zipper luggage

Train Makes Grade CONTINUED

ARRAY OF GADGETS AND GUNS



U.S. POLLING BOOTH with a voting machine fascinates the Indonesians, who expect to vote in their country's first general elections late this month.



SWEDISH TELEPHONES in ivory-colored plastic amuse young Indonesian girls, who take turns listening to recorded messages played over the phones.



CZECH FIREARMS, consisting of target pistols, rifles and shotguns, went almost unnoticed as Indonesians jammed the more peaceful U.S. exhibits.

This is for you! All the fun of playing ...and no lessons to take!

Surprise yourself by playing a tune on the Hammond Chord Organ in 30 minutes or less!

We know you won't believe it. Nobody does...until he actually sits down and tries the Hammond Chord Organ. And hears the full chords, the beautiful melodies that come so easily from this amazing organ.

It's a full-fledged instrument, yet anyone can learn to play it without knowing a note or taking a lesson. This is all you do:



One finger of your right hand plays the melody. You use simple "Picture Music" anyone can follow, or regular music if you read notes.



One finger of your left hand adds a glorious full chord. You'd need 3 to 5 fingers to get chords like this on other instruments.

Spend a few weeks at home with the Hammond Chord Organ, and you'll be playing dozens of pieces. New hits, old favorites, even classics. There are thousands of tone combinations to explore, fascinating things you can do with every tune. It's fun at the start, and fun for life!

Drop in at your Hammond dealer's, and spend a half hour with the Hammond Chord Organ. You'll surprise yourself!

Now! Percussion tones added

For years music lovers have been impressed by the Hammond Chord Organ's range of tones and orchestral effects. Now orchestral *percussions* have been added. You can play tones like banjo, guitar, piano, harp, marimba and hundreds of others never heard before in organs of any size.



LOW AS \$97.50 DOWN

at most dealers. Often 3 years to pay. \$975 f.o.b. Chicago in Walnut finish. Blond or Ebony slightly higher.

The Hammond Chord Organ

by the makers of Hammond Organs

Christmas, Anniversary or Birthday, give the gift of a richer life—a Hammond Chord Organ

MAIL THIS COUPON TODAY!

Hammond Organ Company
4234 W. Diversey Avenue, Chicago 39, Illinois

Without obligation, send full details on the Hammond Chord Organ.

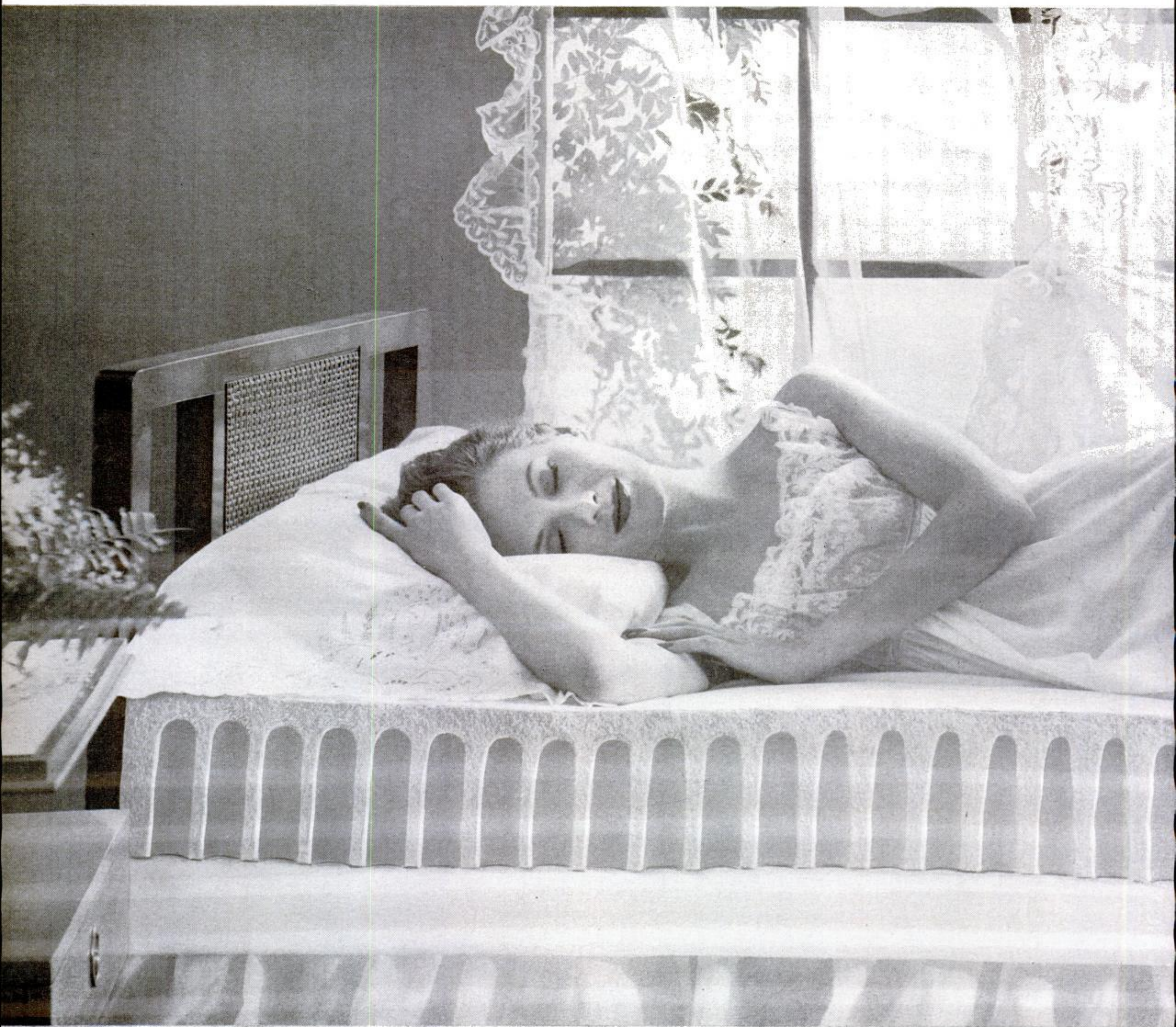
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Announcing the first and six inch deep Form-Fitted



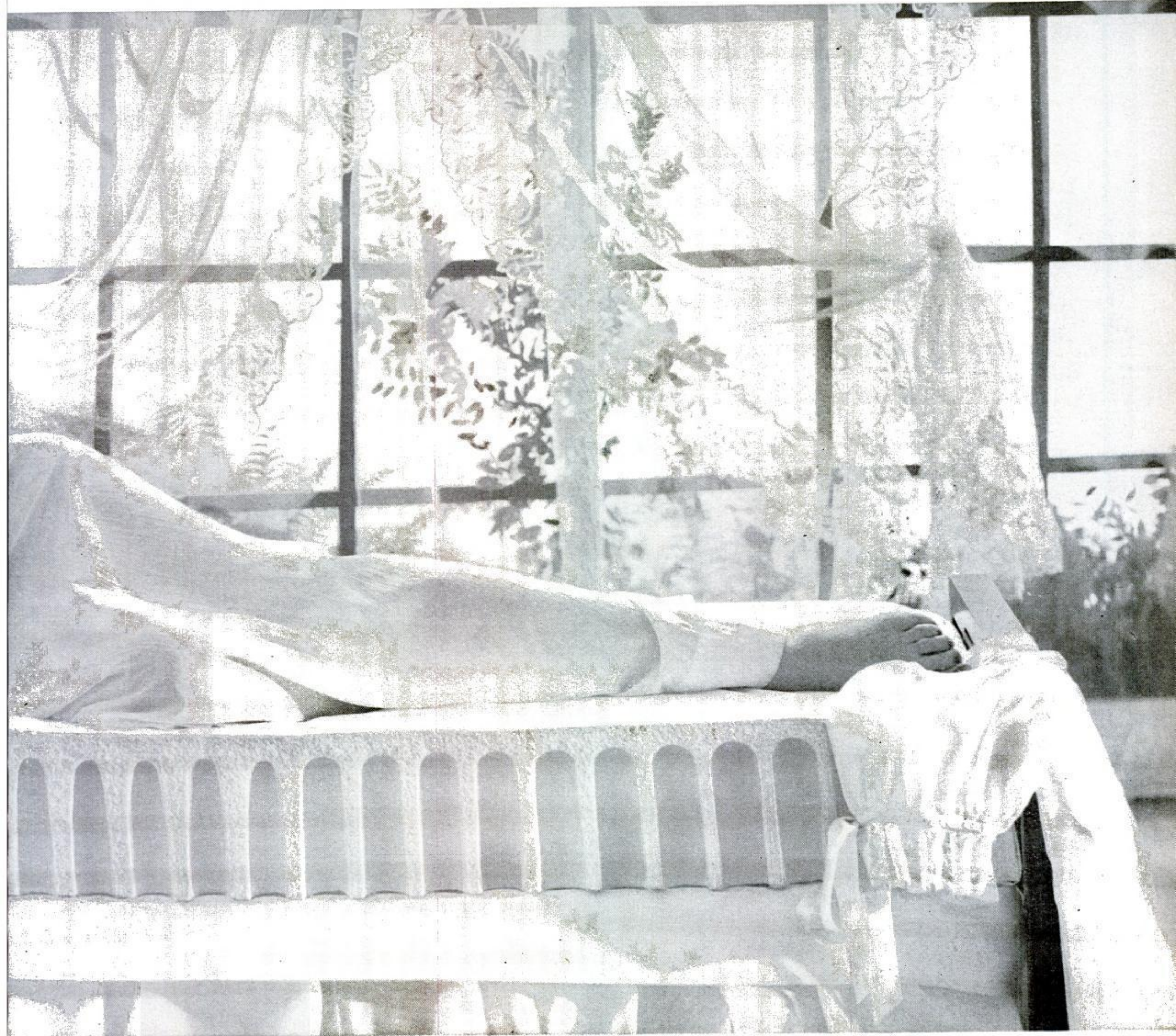
**For people like you
...whose every sleeping
moment is priceless!**

Everyone knows that just a little layer of Foamex goes a long, long way, in sleeping, sitting or riding comfort. Even sleep experts agreed that just a few inches of Foamex was all you needed for healthful, spine-supporting slumber.

And they were absolutely right! Until Firestone created an entirely new dimension in sleep comfort...the deep, deep, 6-inch deep Form-Fitted Mattress of Foamex! Created it to sell at a price so astonishingly low, that every sleep-hungry family can now enjoy its supreme luxury.

The moment you stretch out on 6 deep inches of curve-conforming Foamex, you will feel the difference! Breathe deeply; move ever so slightly; and your Form-Fitted Mattress follows every line of your body. Notice how it accommodates itself to your hollows...flows around your contours with graceful ease.

only deep...deep... Mattress of Firestone Foamex!

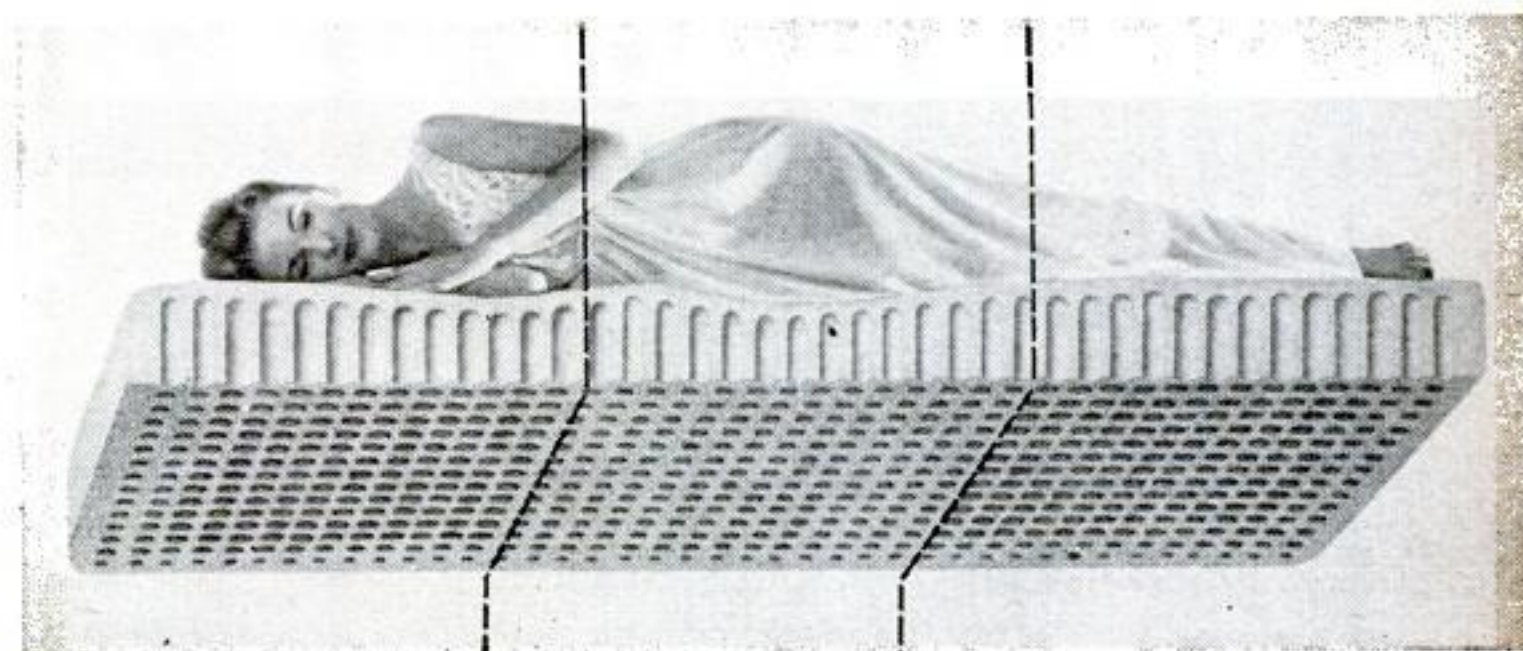


Never before such personalized comfort, because Foamex is literally Fitted-to-your-Form — light, buoyant at head and foot, where your body requires that it yield to your lightest touch. Firm and confident, with more pure Foamex beneath your heavier mid-section, to give you the gentle, re-assuring support you need.

If you're the sort of person to whom a good night's sleep is more important than food or drink, take the "Rest Test" on the deep new, 6-inch deep Form-Fitted Mattress of Firestone Foamex. Only at your favorite bedding department can you truly appreciate the totally new sleep sensation that's in store for you!

Firestone FOAMEX®


ENJOY THE VOICE OF FIRESTONE ON RADIO AND TELEVISION MONDAY EVENINGS OVER ABC. © 1955 FIRESTONE INDUSTRIAL PRODUCTS



Larger air-spaces for light support under your lighter-weight HEAD SECTION.

More Foamex (smaller air-spaces) give firm support for your MID-SECTION.

Larger air-spaces for light support under your lighter-weight FOOT SECTION.

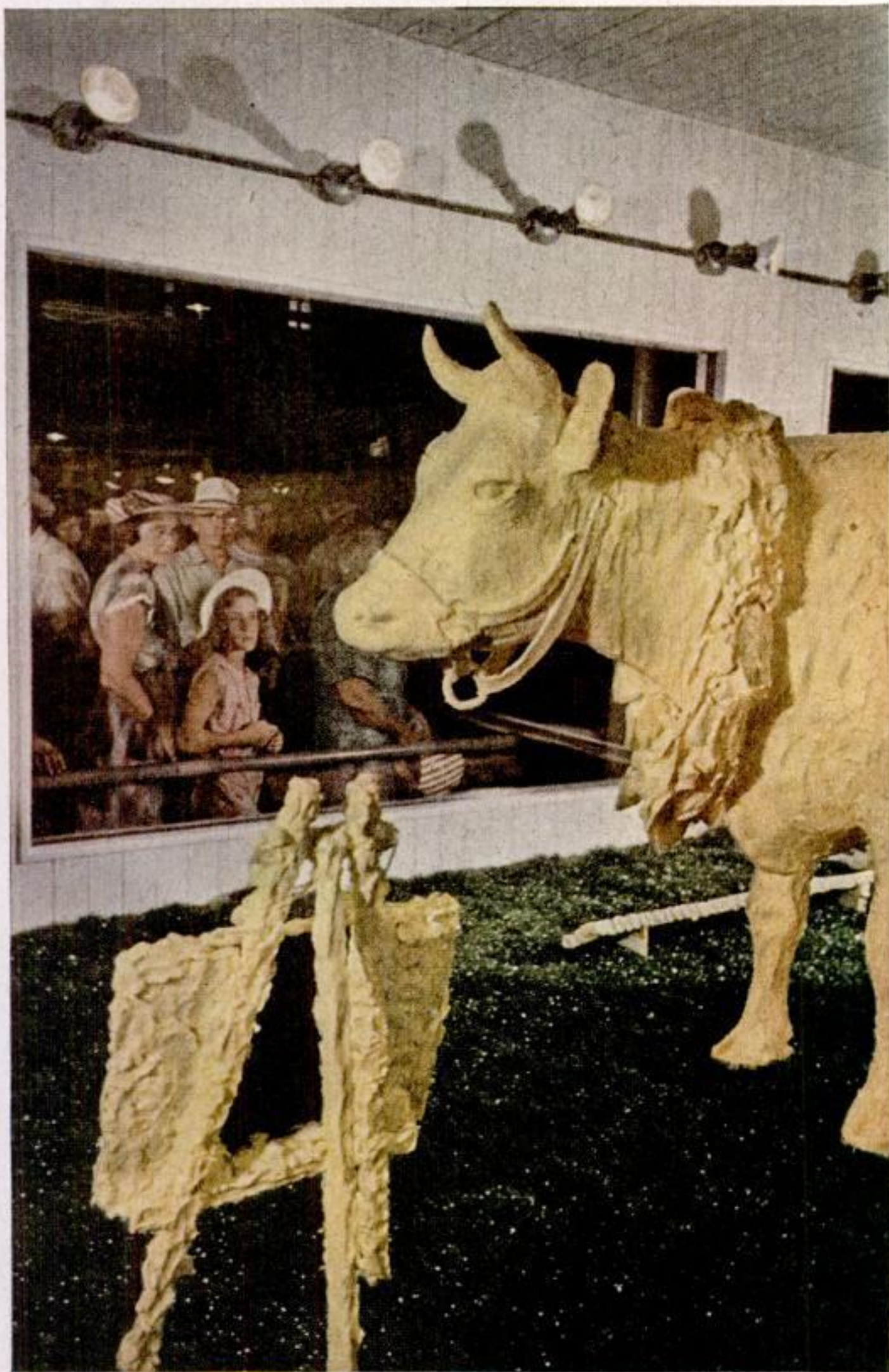


IN FULL SWING the midway is dizzily busy. A Ferris wheel circles sedately. A huge hoop called Round-up, which starts spinning parallel to ground, tilts upward as it picks up speed until riders pinned against side are whirling vertically above ground. Meanwhile, in the grandstand, the crowd views a rodeo.

IOWA FAIR STARTS STRONG ON SECOND CENTURY

For 100 years Iowans, like members of a far flung but deeply attached tribal body, loyally journeyed to Des Moines late each summer to visit the State Fair. This year, starting out on its second century, the fair lured 500,000 Iowans, some of whom pitched their tents on the fairgrounds and stayed for the whole 10-day affair. Despite spots of drought in the state, the state's bounty was so impressive that the visitors required extraordinary endurance to see everything. Seasoned fairgoers,

slipping on their most comfortable walking shoes, tramped endless miles through the livestock barns, where they sized up 8,000 animals, through the Agricultural Building, where they inspected prizewinning cakes and crops, and along the midway, where they patronized thrill rides and sideshows. They saw as much as they could, since to most Iowans the fair is a necessary part of life. "Except for Christmas," said one young visitor, "it's the most important thing that happens all year."



BUTTER SCULPTURE in a refrigerated case draws admiring stares from visitors who are invited to compete for prizes by guessing weight of the butter.



EXHAUSTED HANDLERS, after a long day of grooming these fine Ayrshire cattle, sleep on cots beside their entries on the night before the stock judging.



THE GOLDEN GRAINS of Iowa corn, the state's principal crop, are bright as daffodils in exhibit racks. These sturdy, uniform ears were grown last year and

dried through the winter and spring. Blue ribbon for first prize and red for second prize went to entries on top row right. The man is reading names of farmers.

CONTINUED



VIGOROUS VEGETABLES, awarded first prize in the individual vegetable class, are artfully displayed in the Agricultural Building. This has been a bad year for

truck farmers in Iowa because of a particularly hot and dry summer. Carroll White of Greene County grew these on a one-acre plot which he watered regularly.



A BRAIDED RUG takes shape before a group of absorbed spectators as a woman attendant at a commercial booth gives sales demonstration of device for braiding

the bright rags. In Iowa and elsewhere since World War II there has been a big revival of interest in rugmaking and other handicrafts among farm women.

air SO NECESSARY TO LIFE, CAN RUIN THE BREW

Schlitz is protected from **air** *right in the brewing*

During many stages of brewing, air will destroy the delicate taste and aroma of beer. This can never happen to Schlitz thanks to "Air-Protected Brewing."

It costs millions of dollars to give Schlitz this extra protection against air, but it's worth every cent.

The next time your thirst calls for a glass of the choicest beer—make your choice Schlitz. No other beer refreshes the way Schlitz does because nobody brews like Schlitz.

Your thirst will tell you what a difference "Air-Protected Brewing" makes.

YOUR THIRST CAN "FEEL" THE DIFFERENCE!

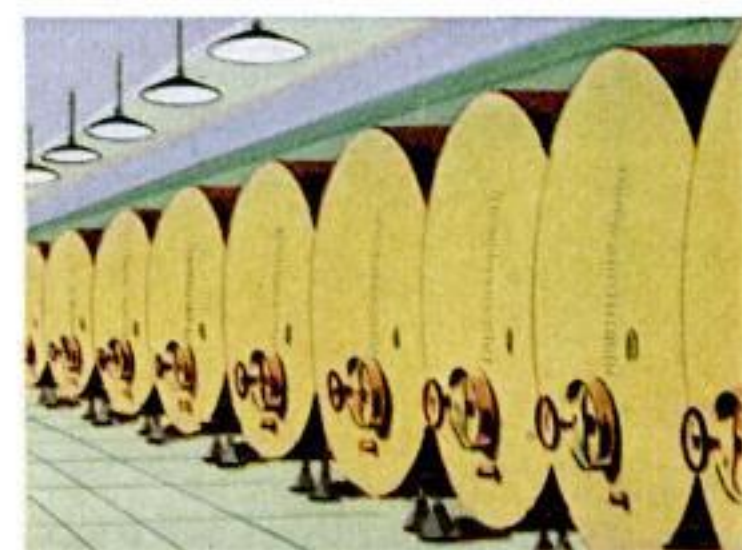
AIR-PROTECTED



Mother Nature grows and ripens delicious fruits—safe from air—inside protective skins. In like manner, the delicate flavor and aroma of Schlitz Beer is *protected from air* right in the brewing.



Just as the smart pipe smoker guards his tobacco from outside air in a humidor . . . the refreshing taste of Schlitz is safeguarded by Air-Protected Brewing.



Glass-lined aging tanks—just one of the many steps in Air-Protected Brewing that gives Schlitz the most famous taste in beer.



*Schlitz always
brews for quality...
never for price!*

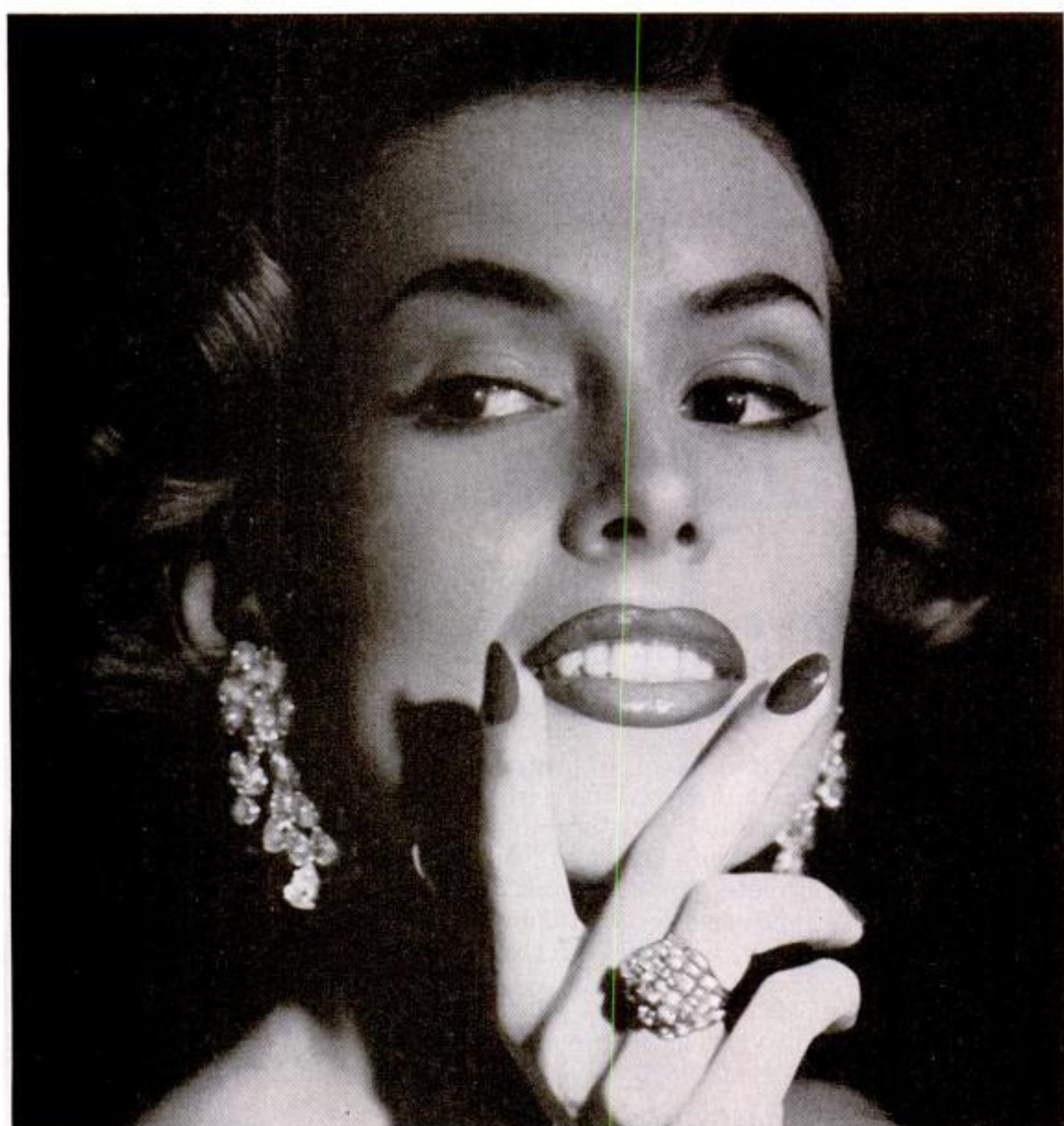


The Beer that Made Milwaukee Famous

© 1955—Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Calif.



**So Dazzling
So Durable**



Diamonds By Cartier

**Cutex absolutely
defies chipping!**

Pound a typewriter. Play a piano. Put your hands in water time and time again.

Just like dazzling, durable diamonds, Cutex Nail Polish defies chipping and peeling . . . is absolutely unbeatable for lasting beauty and longer wear. Guaranteed to out-wear other polishes or it costs you nothing!

Detergent-defying discovery, Enamelon . . . exclusive in Cutex . . . is the reason! Tests prove even nail polishes that cost over twice the price cannot out-wear this revolutionary nail polish formula!

Keep your fingertips always beautifully groomed, always glowing with color. Choose Cutex today! In all the prettiest colors, plus the safe Spillpruf bottle, just **25¢** plus tax at toiletries counters.



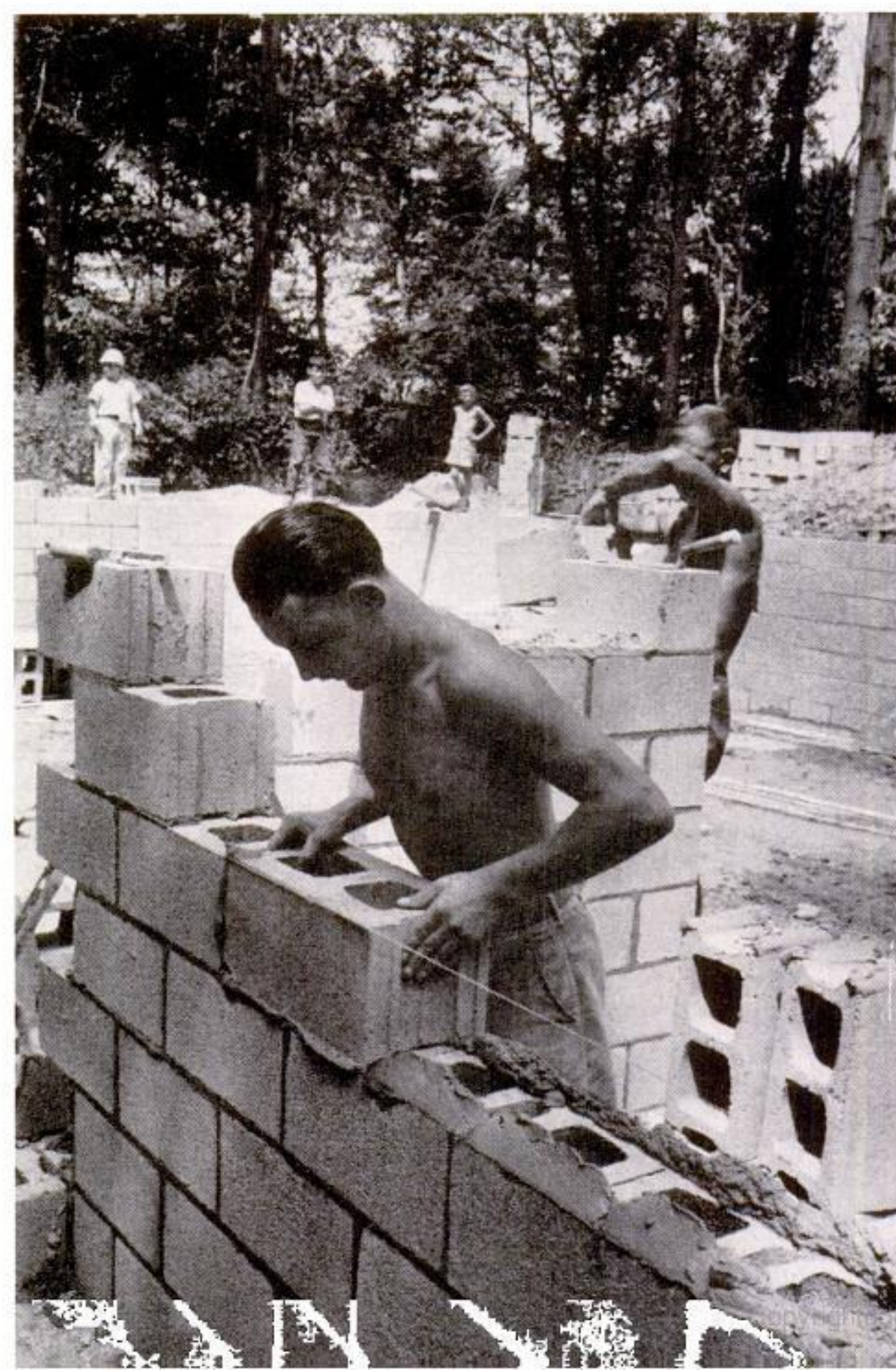
New Land CONTINUED



AT WORK IN EUROPE, Martin (center) earned 32¢ a day on construction jobs. This picture from his album shows Elenore in door. Others are friends.

SETTLING DOWN TO A GOOD JOB

Martin got a job with an Indianapolis contractor as a bricklayer, a trade he had learned in the displaced persons camp in Europe. Assured of a steady income and having started to learn English, the family gratefully took leave of their sponsor and rented the downstairs half of a two-family house for \$35 a month. They have bought clothes for the children and themselves and a tricycle for Elenore. They go to the movies once a week. Martin already has planned his future. He wants to have his own small contracting business.



Lower, lovelier, more seating comfort than ever. More than 30 sizes and styles. From \$199 to \$399.

Modern Lawson model shown in hunter green. Also in ice pink, lime green, toast and turquoise. Full size, \$279.50. Apt. size, \$269.50.



Newly designed **Hide-A-Bed**® sofa *with the beauty and comfort of a luxury sofa!*

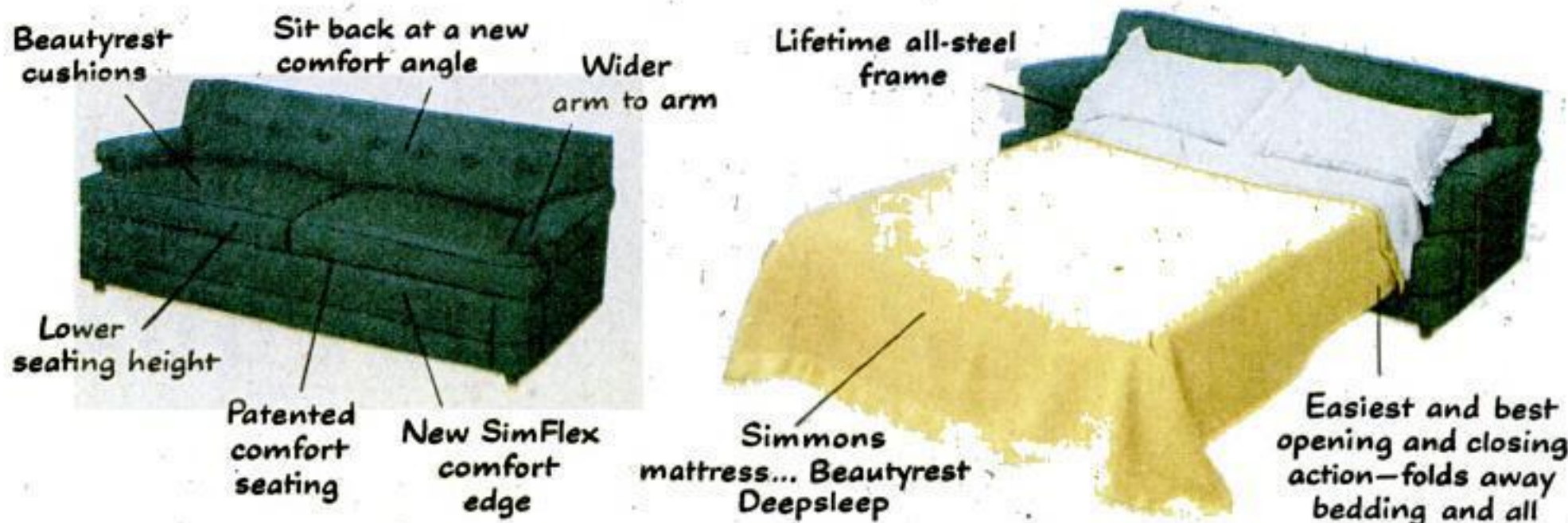
Never before a sofa-bed as smart-looking and comfortable as the new Hide-A-Bed sofa! And inside all that sofa beauty is a genuine Simmons mattress for the best in healthful, restful sleep! (Beautyrest® mattress just \$20 extra.)

Choose from more than 100 decorator fabrics. See the *luxury-sofa* Hide-A-Bed today!



Greater seating comfort—with lower seating height. Beautyrest cushions slope back to let you sit back. Soft cushion-front “gives” under your knees!

Read about these important features...some new, some exclusive...that make Hide-A-Bed **unequalled as a sofa...unequalled as a bed!**



Only Simmons makes **HIDE-A-BED** sofas

*Trade-mark Reg. U. S. Patent Office. Copr. 1955 by Simmons Co., Mdse. Mart, Chicago, Ill.



ILL INADEQUATE WIRING KEEP

It's a fantastic fact that *4 out of 5 families* can't enjoy all the wonders of today's electrical appliances . . . not to mention the new ones that will be coming along. Their electrical wiring is just too antiquated!

Inadequate wiring puts a stranglehold on appliance performance. It wastes electricity . . . can create a fire hazard . . . can *prevent* you from adding your next appliance. How can

you tell if your home is inadequately wired? Chances are it is, if you have *less* than 3-wire, 100 ampere service, or if you've been bothered by symptoms like these: shrunk TV pictures, lights that dim when the refrigerator turns on, a jungle of plugs at a baseboard outlet, blown fuses.

Then do this. Contact your local utility or electrical contractor and have adequate wiring installed. Most banks are



YOU FROM A WORLD OF WONDERS?

glad to make home improvement loans to finance the work. Or if you're buying or building a home, see that the specifications call for 3-wire, 100 ampere service . . . as a minimum. Only then can *all* the wonders of today's appliances be yours! Owens-Corning Fiberglas Corporation, Department 10 I-19, Toledo 1, Ohio—makers of Fiberglas* electrical, appliance, acoustical, home and industrial insulations.

*Look for this label.
It's amazing
the difference
Fiberglas makes.*



OWENS-CORNING
FIBERGLAS

T.M. REG. U.S. PAT. OFF.

©T.M. Reg. Owens-Corning Fiberglas Corporation

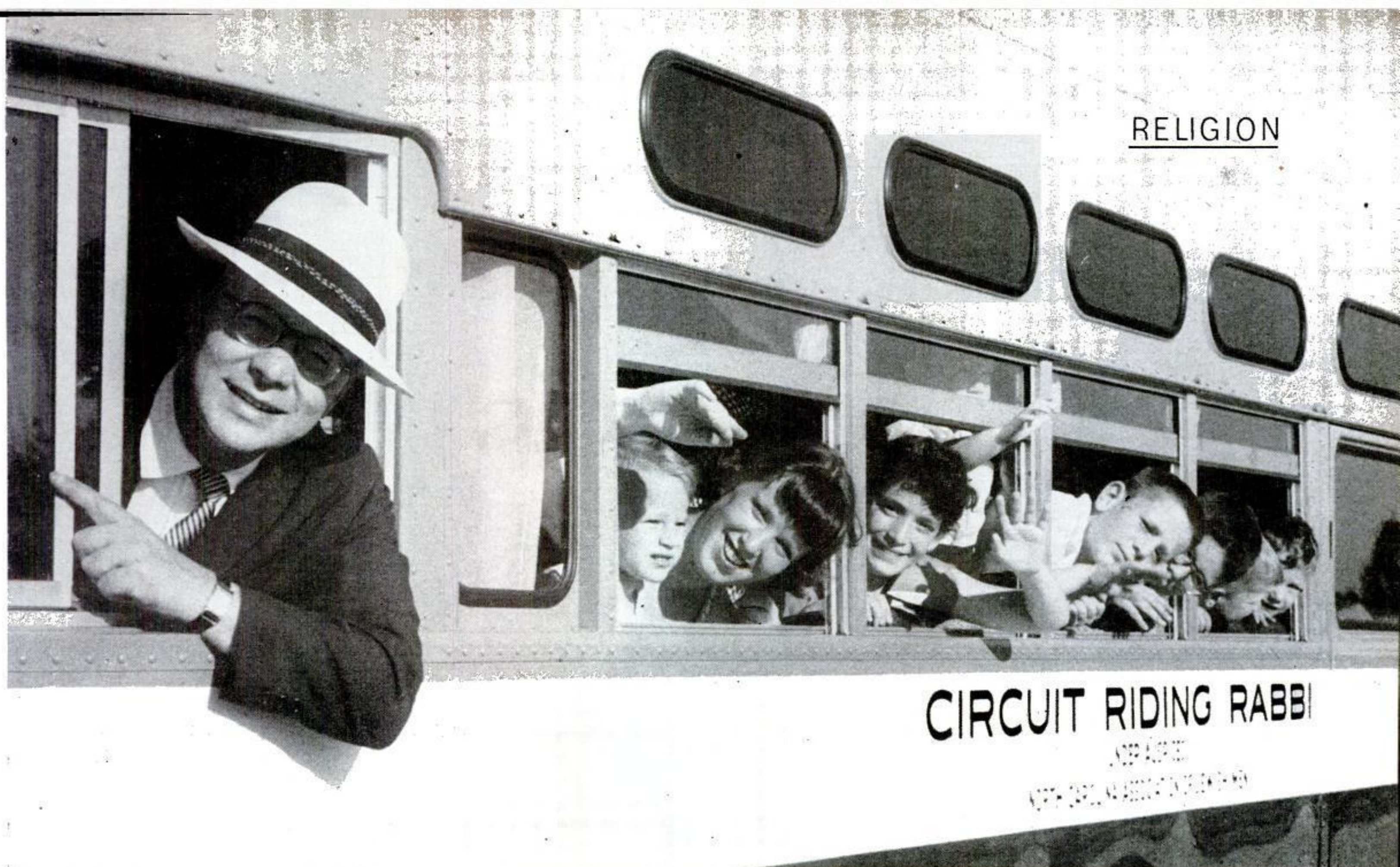


The syrup's the secret! Log Cabin has *real* maple flavor because it has *real* maple sugar in it—perfectly blended with other sugar. That's why Log Cabin is the secret of better-tasting pancakes.

- Idea! Try Log Cabin on hot cereals.

Product of General Foods





IN WALLACE, N.C., WHERE HE SERVES 12 FAMILIES, RABBI FRIEDMAN TREATS HIS RELIGION CLASS TO EXTRACURRICULAR BUS RIDE AROUND THE BLOCK

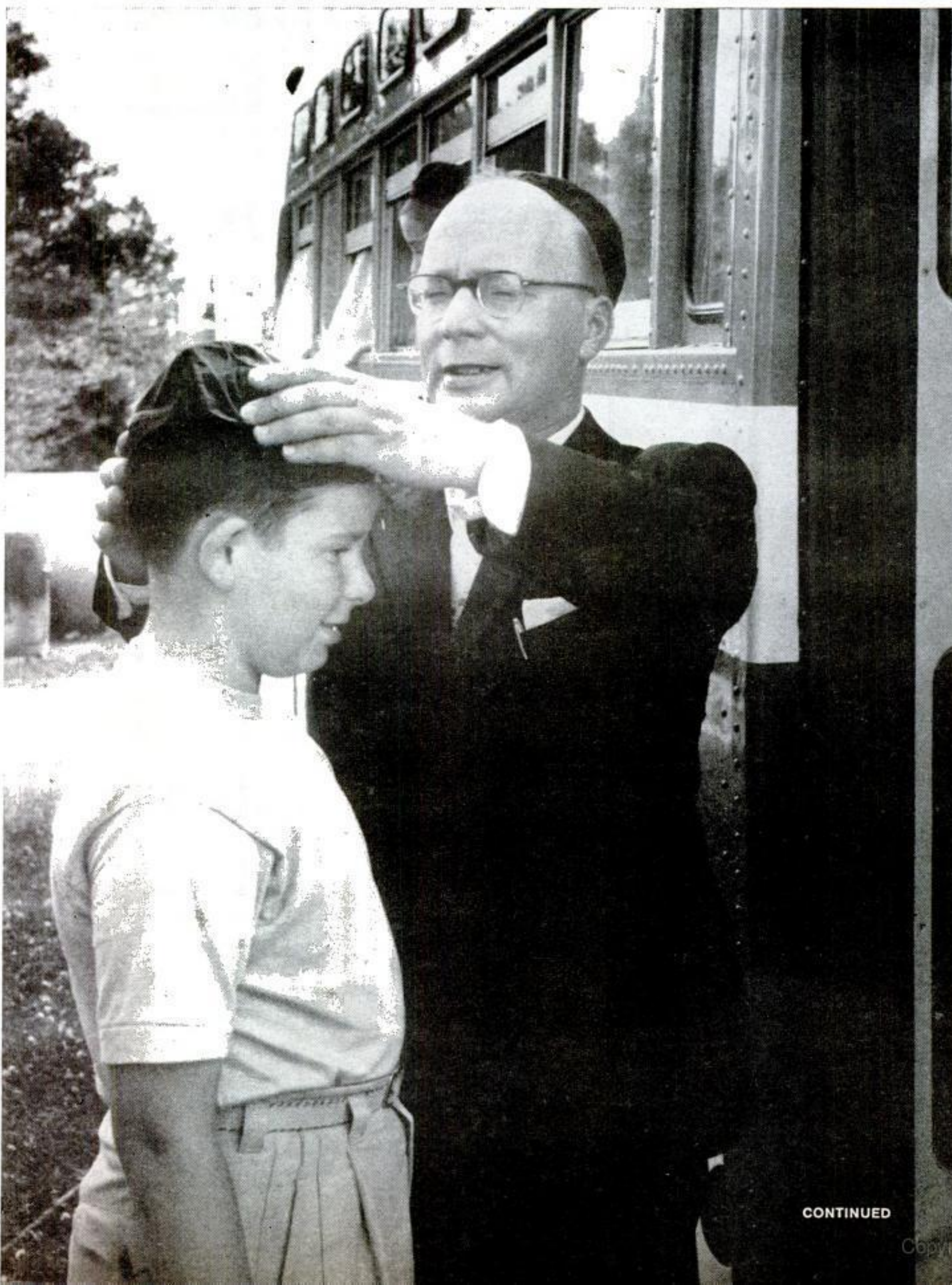
Traveling Synagogue

NORTH CAROLINA RABBI HOLDS SERVICE IN BUS

In many of the small communities and rural areas of North Carolina, Jewish families have been remote from synagogues and have grown remote from their faith. Now the synagogue comes to them in the form of a specially designed bus which is equipped with everything from a lending library of 60 volumes on Judaism to a battery-powered eternal light.

This rolling synagogue is driven by Rabbi Harold Friedman, who tours a 1,200-mile circuit each fortnight and stops in 10 different communities to lead religious instruction and conduct services for some 300 families. Rabbi Friedman's sponsors, the North Carolina Association of Jewish Men, believe the \$14,000 bus is succeeding in its mission of serving and reviving Jewish faith in the area. One community has already gotten together to build a new synagogue, and three others are now busily raising money to put up their own centers.

DISTRIBUTING CAPS to be worn in bus, Rabbi Friedman greets worshiper in Jacksonville, N.C.



CONTINUED

Your Hands Tell Your Age... Keep Them Young!

Detergent
Lye
Stove Cleaner
Soap
Turpentine
Cleanser



Comfortable knit cotton lined
Bluettes[®] of Du Pont Neoprene prevent
hand damage yet withstand cleaning compounds
that ruin latex natural rubber gloves.

\$1.49 at better retailers everywhere. Other popular products by
The PIONEER Rubber Company, 190 Tiffin Road, Willard, Ohio:
Cotton down lined SUPER Ebonettes—98¢, and famous Ebonettes
— 79¢ household gloves. All slightly higher in Canada.

TRAVELING SYNAGOGUE CONTINUED



CHILDREN'S CLASS gives Charles Turner of Wallace, N.C. a chance to hold the Torah as Rabbi Friedman explains how God first gave it to Moses.



ADULTS' SERVICE in Wallace, attended by every Jewish family in town, includes responsive reading shown above. Behind the rabbi is portable ark.



WAITING YOUNGSTERS squeeze against bus doors before being admitted to class. Rabbi arranges to visit each town on a Sabbath once in 10 weeks.



Twice as much fine carpeting for your money

AVISCO is the reason

Don't wait for rich carpeting and lots of it! You can enjoy sink-up-to-the-knees rugs or wall-to-wall carpeting right now. You can pay half the price you thought you'd have to, or get twice the carpeting for your money. Just look for the Avisco Integrity Tag. If carpeting is made with rayon fibers that were

planned for carpet use, and if those fibers are used in the luxuriant thickness standardized for Avisco, that carpeting gets the Tag*. Yet you don't have to spend a fortune.

Another thing: Because these lustrous rayon fibers have an affinity for dyes, you get radiant colors that

old-type (and often costlier) carpeting never has been able to achieve. Colors stay lively, easy to keep clean and shining with sweeper, vacuum, home or commercial shampooing. You'll never worry about damage from moths or mildew. Luxury carpeting for little is one more dramatic result of Avisco fiber research.

ASK FOR CARPETING MADE WITH AVISCO FIBERS AT FINE STORES EVERYWHERE

*WE USED TO CALL THIS QUALITY CONTROL THE TUFTON PLAN

AMERICAN VISCOSE CORPORATION, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

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Chevrolet's *red-hot* hill-flatteners !

162 H.P. V8 - 180 H.P. V8

See that fine fat mountain yonder?

You can iron it out, flat as a flounder . . . and easy as whistling!

Just point one of Chevrolet's special hill-flatteners at it (either the 162-h.p. "Turbo-Fire V8," or the 180-h.p. "Super Turbo-Fire"*) . . . and pull the trigger!

Barr-r-r-r-o-o-o-OOM!

Mister, you got you a flat mountain!

. . . At least it *feels* flat. Because these silk-and-dynamite V8's gobble up the toughest grades you can ladle out. And holler for more. They love to climb, because that's just about the only time the throttle ever comes near the floorboard.

And that's a pity. For here are engines that sing as sweetly as a dynamo . . . built to pour out a torrent of pure, vibrationless power. Big-bore V8's with the shortest stroke in the industry, designed to gulp huge breaths of fresh air and transmute it into blazing acceleration.

So most of the time they loaf. Even at the speed limit they just dream along, light and easy as a zephyr, purring out an effortless fraction of their strength.

You don't have to be an engineer to know that these are the sweetest-running V8's you ever piloted. Just drop in at your Chevrolet dealer's, point the nose at the nearest hill, and feather the throttle open. *These* V8's can do their own talking . . . and nobody argues with them!

SEE YOUR CHEVROLET DEALER

*Optional at extra cost.

motoramic



Stealing the thunder from the high-priced cars with the most modern V8 on the road!



ODETTE ROUSSEAU FLINGS HER ARMS OUT TO STEER TOWARD THE TARGET 3,200 FEET BELOW. ANOTHER JUMPER PRECEDES HER IN THE TRAINING EXERCISE

MARK FOR A PRETTY PLUNGER

The French have been pioneering parachutists since 1797 when a Frenchman with a primitive parachute made the first successful jump from a balloon. More recently, an almost patriotic quest for parachute records has absorbed many young French men and women. One of them, pretty 25-year-old Odette Rousseau, this spring set out to capture the Russian-held women's

world record in the daytime free-fall jump.

After months of hard physical training and practice jumps (*above*), Odette was ready. One day last month she jumped at 28,200 feet, fell free for 26,900 feet to smash the Russian mark by more than 3,000 feet. She opened her chute only 1,300 feet from the ground—and almost did not survive her exploit (*next page*).

IN JUMPING GARB, ODETTE CLIMBS ABOARD PLANE FOR A PLUNGE →



Do It Yourself ...IN STYLE

in
STEVENS TWIST TWILL,
the modern fabric
for work and play

Whenever you're "on the job"
... whether for pay or play
... let Twist Twill put
cheer into the chore.
Twist Twill is the fabric
for good looking, depend-
able work clothes...
designed for comfort and
smartness as well as rugged
strength.

Today, youngsters, too, are
wearing Twist Twill in
shirts, slacks, jackets,
and caps, for
school and play.
The Stevens Delta
Finish gives Twist
Twill its clear, rich
colors... its smooth,
supple texture.
Twist Twill is completely
washable... Sanforized for
permanent fit... vat dyed
for color fastness.
Look for the Twist Twill label
whenever you buy men's or
boys' work or sport clothes.



J. P. Stevens & Co., Inc., NEW YORK, N.Y.
Fine Fabrics Since 1813



GETTING READY for her assault on the free-fall jump record, Odette carefully practices the packing of her own parachute.



GOING UP in plane for the big jump, Odette adjusts her heavy pack which consists of chute, scientific instruments, oxygen bottle and oxygen face mask.



DOWN IN WATER, Odette nearly drowned in the Yonne River when winds blew her off the target. A bargeman saved her life.

Pillsbury, *of course...*



The Cake: from Pillsbury's Old Fashioned Spice Cake Mix. **The Frosting:** from Pillsbury's new Fluffy White Frosting Mix (with coffee added). **The Pillsbury Pedestal:** made of Early American pressed glass.



THE CAKES WITH THE VELVETY CRUMB... the melt-away texture. Made from the completely blended cake mixes, the ones with country-fresh eggs and all blended right in for you (the same quality eggs that go into our famous Angel Food). Milk is *all* you add. For cakes that just seem to belong on a pedestal, Pillsbury, of course.






Pillsbury Cake Mixes

Now!....see what

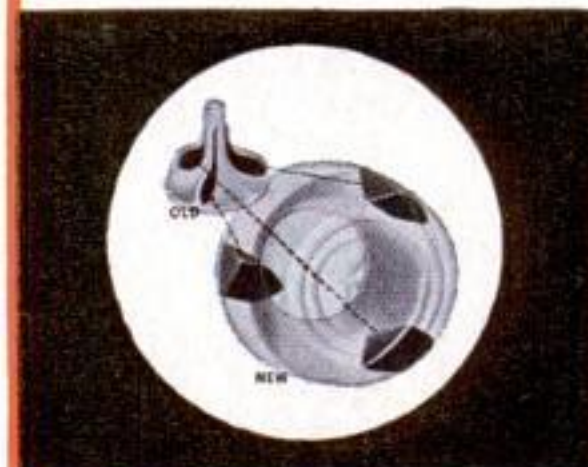
Get more kinds of clothes more thoroughly,
clean with exclusive Westinghouse "New Way



Only Laundromat's exclusive "New Way to Wash" does all this:

-  Exclusive Agi-Tumble Action flushes, lifts, turns and tumbles every piece to get all the dirt out!
-  Rinses so thoroughly it leaves even the washer clean!
-  Handles clothes with less wear and tear so they last longer!
-  Saves you so much soap and up to ten gallons of water a load!
-  Works so automatically and still gives you complete control!

Only "New Way to Wash" has this exclusive.



Even, thorough agitation! Agitator vanes built into sides of washbasket replace center-post agitator, clean more thoroughly, eliminate wear and tear.



50 washings a minute! Each piece is flushed, lifted, turned, tumbled as if it were the only piece in the load...The washing action closest to individual care.

clean can mean!

safely
to Wash"

BRAND NEW 1956 LAUNDRY TWINS



with today's most automatic, completely flexible controls

DELUXE LAUNDROMAT® has New Pushbutton Laundro-guide that gives time and temperature for all fabrics, degrees of soil. New Color-Glance Controls light up to show what phase of cycle is operating. Automatic control dial can be set to stop, start, repeat or eliminate any part of cycle. New Soap 'N Water Saver and Weigh-to-Save Door measure exactly. Save soap and up to 10 gallons of water.

DELUXE DRYER does more than dry—it fluffs, freshens, protects clothes. Exclusive Direct Air-Flow System blows fresh, heated air directly into clothes. Color-Glance Controls

on Heat Selector Dial show regular, low, heatless cycles. Color-Glance Controls on Dry Dial light up to show three kinds of "dry": fluff-dry, damp-dry, quick-dry. Infinite settings let you dry everything exactly as you want it.

Look for the free sample package of all in your new Westinghouse Laundromat. all is the safe, efficient, controlled-suds detergent for thorough washing. It has been tested and approved by Westinghouse Home Economics Institute for use in the Laundromat.



. Agi-Tumble Action!



Most efficient rinsing! Agitator vanes lift clothes away when draining begins. Dirty wash and rinse water never drain through the clothes . . . Dirt stays out.



Wash 'N Dry Laundromat. First it washes, then it dries. Fully automatic operation in a single space-saving unit. Weigh-to-Save Door, Laundrofile and Exclusive Air-Flow System.

Space-Saving Laundromat 25—Does a full family-size load in a space only 25" wide. Available with casters for portability or may be built in under counter. Completely automatic. All operations stop automatically when doors are opened.

Budget Dryer also available.
All in White, or Holiday Color combinations.
All with safety door switches.



YOU CAN BE SURE... IF IT'S **Westinghouse**

See TV's Top Dramatic Show . . . WESTINGHOUSE STUDIO ONE . . . Every Week

*I dreamed I was a social butterfly
in my maidenform bra*



*Pre-lude*newest maidenform bra* ...the bra with the contour band that gives you a completely new kind of 'under-and-up' uplift. There's never a bit of 'pull' on the straps—no underarm 'cutting'—because the contour band curves so *naturally* to you...lifts from *under* the cups, curves snugly up *between* the cups to make the most of every curve you own!

In delicate nylon lace and satin (as shown) 3.00. In cotton broadcloth, 1.50 to 2.50. Strapless versions, 2.50 to 3.50. Strapless Long-line, 5.95. A, B and C cup sizes.

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From Å to Zywiec



JOHN BARTHOLOMEW, GREATEST MAPMAKER OF ENGLISH-SPEAKING WORLD, SITS AT THE EDINBURGH DESK WHERE HE EDITED THE LONDON "TIMES" ATLAS

TO MAKE NEW ATLAS TOOK KNOWLEDGE OF 40 CENTURIES, \$2 MILLION

by ROBERT WALLACE

NEXT MONTH the ordinarily placid circles of U.S. mapmakers and map readers will experience a kind of excitement they seldom know. The Houghton Mifflin Company of Boston will then begin publication of the first major world atlas in English that has appeared in almost 35 years. The work is the monumental *Times Atlas of the World*, produced by the Edinburgh firm of John Bartholomew & Son for the *Times* of London. The initial volume, with an index-gazetteer running from the Norwegian town of Å to the Polish town of Zywiec, covers northern Europe. The remaining four volumes of the set of five will come out at the stately rate of one a year until 1959.

For John Bartholomew (*above*) who edited the atlas, the new work is both a monumental achievement and a family matter. He is the present head of the house of Bartholomew, which has been making maps for five generations. His father was editor of the last great English

atlas, also published by the *Times*. That one appeared in 1922 and became obsolete at approximately 5:30 a.m. by Adolf Hitler's watch on Sept. 1, 1939. Since then the world and man's view of it have changed enormously, but no one has published a multivolume atlas for several good reasons. It requires a great deal of time to produce such a work (in this case nine years) and consequently a great deal of faith that the world will be more or less unchanged at the end of that time. It also requires a great deal of money (about \$2 million) and an enormous amount of highly skilled work. (The house of Bartholomew will have devoted more than half a million manhours to the project before it is finished.) And after these classic investments have been made, there is small hope of getting them back unless a large number of people willing to pay \$125 for the five-volume set can be found.

To the random book buyer and even to the man mightily fond of

Here
today



Gone
tonight



Brush away those ugly cracks with **Dramex**

it replasters as it paints

Cracks, gouges, blemishes vanish under one decorative coat of Dramex... No streaking... No dripping, even when painting ceiling... No odor... Dries in a few hours. Also perfect for all types of wall board. Your paint store has color chart and free how to do it book. Ask for Dramex wherever you buy your paint and solve your cracked plaster problem. Your choice in washable Ready Mix or the more economical powder form.

... And for wet cellar walls or outside stucco walls, ask for Bondex cement paint. It stops water penetration, assures dry, bright finish for years to come—At your paint store in colors, too.



THE REARDON COMPANY
St. Louis • Chicago
Los Angeles • Kearny, N. J.

In Canada—
The Reardon Co., Ltd.,
Montreal, Quebec



OLDEST KNOWN MAP is this 2500 B.C. Babylonian clay tablet found in modern Iraq. Cartographers believe it may depict the Euphrates River valley.

◊ A TO ZYWIEC CONTINUED

staring at maps, \$125 may seem an extravagant price for an atlas. One can get an armload of maps free at a gas station, or a good one-volume atlas such as Rand McNally's Cosmopolitan or Hammond's Ambassador for \$12.50. But when it comes to the purchase of a great set of maps, price is a wretched thing to consider. What is for sale is not merely a collection of handsomely colored plates but the end product of thousands of years of human thought and work.

To get even a fair understanding of how maps are made and what an atlas is, a man must go all the way back to the old ancestral cave. Those who would rather just go to the gas station for a map had best do so now and those who are anxious to know how the *Times Atlas* comes out had best brace themselves for something of a wait.

The oldest known map, a Babylonian clay tablet showing mountains and a river valley, dates only from about 2500 B.C., but maps doubtless had been made on more perishable material for unknown ages before that. Primitive maps, however, were always of relatively small areas. To make a map of the whole world man first had to discover the shape and size of that world.

The discovery that the earth is round is often thought to have been made fairly recently by the great European navigators and explorers of the 15th and 16th centuries. But the Ionian Greeks knew the true shape of the world 2,000 years before Columbus set sail. They first reached the idea philosophically, not mathematically. The sphere seemed the most perfect of all forms to them and they concluded that the gods would scarcely have made anything but a sphere when they fashioned the earth. Although Plato and Aristotle knew that the earth is round, they had no accurate idea of its size. Around 250 B.C., however, there came along a great geographer named Eratosthenes, head of the Library of Alexandria, who actually measured the earth and came astonishingly close to the right answer.

Eratosthenes knew that in the city of Syene (modern Aswan), a long journey south of Alexandria, there was a well which had a singular feature: at noon on the longest day of the year (June 21), and then only, the rays of the sun could be seen reflected in the water at the bottom. He also knew that there was a similar well in Alexandria where, at noon on the identical day, the sun's rays did not reach the bottom. These facts together with the anciently accepted proposition that all circles are divided into 360° were all he required to set his calculation in motion. Syene and Alexandria were 500 miles apart according to his information and lay on the same north-south line. When the sun was directly overhead in Syene it was not directly overhead in Alexandria—its rays fell at an angle which Eratosthenes measured and found to be a little more

CONTINUED



There was an old woman who lived in a shoe
Who had so many children, she knew what to do!
She lined them all up for a penny-wise feast—
A huge bowl of Jell-O, and one spoon apiece

COPR. 1955, GENERAL FOODS CORP.



JELL-O IS A REGISTERED TRADE-MARK
OF GENERAL FOODS CORPORATION



Let school days remind you...

It's Aunt Jemima Time



Students learned from history books who invented the steamboat. But they always knew that Aunt Jemima invented pancakes... the best ones.

...for wonderful waffles too!



WAFFLES WITH SPICY APPLESAUCE. Make perfect waffles without opening a cook-book! Just follow directions on the Aunt Jemima package for tender, crispy-light waffles with matchless nut-sweet flavor—Aunt Jemima flavor. Here's a scholar's supper that's easy homework. Top each hot, crisp Aunt Jemima waffle with applesauce made spicy with a sprinkling of cinnamon and nutmeg. Serve with pork sausages.

4 flours [wheat, corn, rye and rice] are blended in the treasured Aunt Jemima recipe to give you the tenderest, most flavorful pancakes and waffles. Have them oftener. They're so quick and easy.



LONGITUDE 0° is measured from site of Britain's Greenwich Observatory, where for over a century ball on tower has dropped at 1 p.m. as time signal.

○ A TO ZYWIEC CONTINUED

than 7°, or 1/50th of a circle. Therefore the circumference of the earth must be 50 times the distance between the two cities, or 25,000 miles. (According to modern measurements, the circumference at the equator is 24,902 miles.)

There were some errors in Eratosthenes' information but happily the errors compensated each other, and had Eratosthenes' successors been content to leave his figure alone the world would have been spared a good deal of confusion. As it turned out an astronomer-philosopher named Posidonius made a second calculation a century later with the result that his figure of 18,000 miles was taken to be correct for the next 1,500 years.

Once the mapmaker knows that the earth is a sphere and how large it is he must face another great problem before he can begin to draw the outlines of the land upon it. He must have a framework, a screen or grid of some sort upon which he can pin-point his locations and connect them. He can begin by drawing the most fundamental of all lines, an equator, which circles the sphere and cuts it into northern and southern halves. He can then draw any number of circles parallel to the equator, above it and below it, the circles growing smaller as the top and bottom of the sphere are approached, until the final circles at the poles are merely dots. These circles are called parallels of latitude, meaning breadth. They are numbered in degrees, the equator being 0° and the poles 90° North and 90° South. Any navigator or explorer can find the latitude of a spot, on the spot, simply by measuring the angle of altitude of the sun (or of various stars) above the horizon and consulting mathematical tables computed for the purpose. In the Northern Hemisphere one needs only to find the North Star; its angle of elevation will indicate the approximate latitude.

The parallels of latitude constitute only the horizontal lines in the grid or screen which the mapmaker must have. To complete it he requires another series of lines: those of longitude. These run north and south but are not parallel; they intersect at the poles, much like the lines which divide the segments of an orange. The picture of a sphere so divided is a sensible and tidy one, but of all the problems which have beset the mapmaker longitude has been the great immemorial stinker.

To begin with, longitude has no logical starting point. When the parallels of latitude were conceived there was only one possible beginning, the equator, since only one line can be drawn around the world midway between the poles. But among the equal meridians of longitude none in particular stands out. Therefore one meridian had to be selected as the prime one—longitude zero—and all others made subordinate to it. After some centuries of haggling, during which Spain modestly suggested that the prime meridian

CONTINUED

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GALILEO (left) proposed to fix longitude by using Jupiter's moons as time signal. Although sound, the idea was rejected. This picture commemorates a visit that the poet John Milton (right) made to the great astronomer in 1638.

○ A TO ZYWIEC CONTINUED

should run through Madrid, France proposed Paris, and the U.S. either Philadelphia or Washington, in 1884 the honor fell to England, whose Queen Victoria was even more influential in the real estate business then than William Zeckendorf is today. Thus the all-important line passes through London—specifically through a British admiralty observatory in the east end district of Greenwich.

The meridians are numbered from 0° to 180° in both directions from Greenwich—the longitude of San Francisco, for example, is roughly 120° west and that of Manila roughly 120° east. Longitude 180°, where the numbers meet in mid-Pacific, is the international date line, exactly halfway around the world from Greenwich.

The finding of longitude is simple in theory. Since one hour of time equals 15° of longitude, a navigator at any given spot can determine how far east or west of Greenwich he is by comparing his exact local time with Greenwich time and translating the difference into degrees. The navigator fixes his exact position by the sun or stars, and so finds his local time. Then he turns to an assistant and says, "What time is it in Greenwich?" At this the assistant says, "6:40 p.m." and the navigator knows that, if his local time is noon, he is 6 hours and 40 minutes, or 100°, west of Greenwich—in the longitude of Rugby, N. Dak., as a matter of fact.

An ancient problem arises when the navigator asks for the time in Greenwich and the assistant shrugs his shoulders and says, "How should I know?"

The "secret" of longitude lies in having an extremely accurate clock, called a chronometer, which can be set to Greenwich time and carried anywhere in the world. Early navigators despaired of ever obtaining such a precision instrument and either tried other, unreliable means of finding longitude or ignored the problem. Countless lives and countless fat cargoes were lost because no one knew what time it was. By 1598 the problem had grown so acute that Philip III of Spain offered a prize of \$2,280 in cash, plus a life pension of \$4,560, plus a *perpetual* pension of \$13,680 to the descendants of the "discoverer of longitude." Philip was smothered in correspondence from crackpots but none got the prize. In 1616 the great Galileo approached him with an idea that would have worked—in fact, it does work. It used the moons of Jupiter as a heavenly clock, but Philip either failed to grasp it or had got bored with the whole thing.

In 1657 the Dutch astronomer and physicist Christian Huygens helped solve the problem as far as land-based observers were concerned by perfecting the first reliable pendulum clock. But no pendulum clock could keep accurate time or even run during a storm at sea.

Ships and men continued to be lost at a ghastly rate through the remainder of the 17th and the first part of the 18th centuries. As a result of a navigational error in 1707 an entire British fleet, commanded by an officer with the immortal name of Sir Cloudesley Shovel, ran into the Scilly Islands. Two thousand men, including Shovel, were drowned. Seven years after this disaster Parliament set up a public award of £20,000—the equivalent of well over \$100,000—to be given to "such person or persons as shall discover the Longitude."

Literally hundreds of good men tried for the award but all of them may be set aside except one, a mechanic and clockmaker named John Harrison from Foulby, Yorkshire. The award was established when Harrison was 21 years old and he presumably began to work toward it at about that time. After thinking for 14 years he

CONTINUED



GEORGE JESSEL, TOASTMASTER GENERAL OF THE UNITED STATES

"I, GEORGE JESSEL, INVENTED THE BLOODY MARY" "I *think* I invented The Bloody Mary, Red Snapper, Tomato Pickup or Morning Glory," reports George Jessel. "It happened on a Night before a Day and I felt I should take some good, nourishing tomato juice, but what I really wanted was some of your good Smirnoff Vodka. So I mixed them together, the juice for body and the vodka for spirit, and if I wasn't the first ever, I was the happiest ever."

it leaves you breathless

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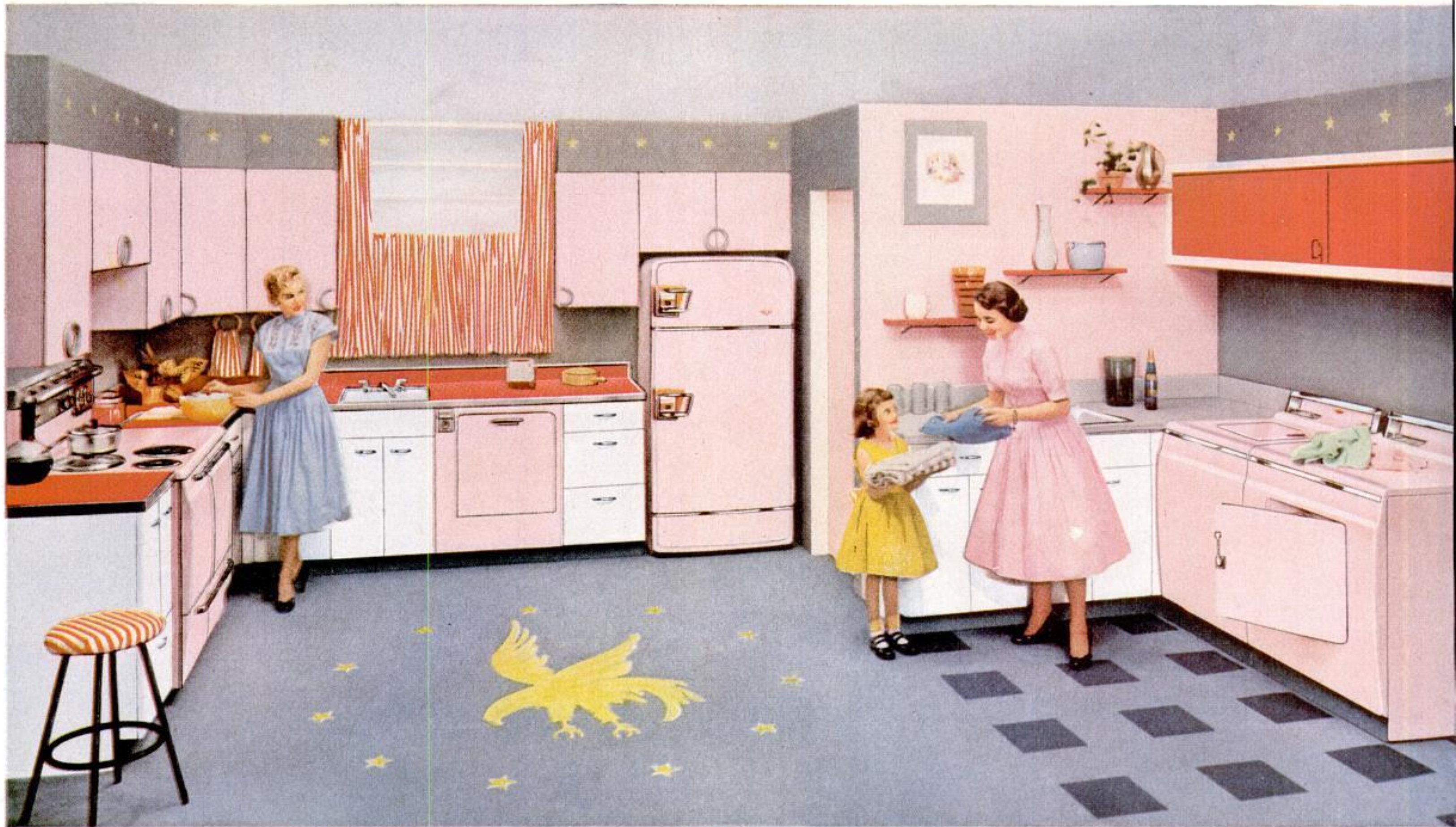


The Recipe:

To a glass of the best tomato juice you can get add a jigger of mellow Smirnoff 80 Proof. Season with worcestershire and serve ice cold.

80 PROOF. MADE FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U. S. A., FRANCE, ENGLAND, MEXICO.

Now! Only Hotpoint brings in so many colors plus



High fashion note: See how all the Hotpoint appliances, including automatic washer and dryer, are finished in lovely Coral Pink. Add a few deft color touches to cabinets and woodwork . . . and a smartly modern kitchen-laundry is yours!



Efficient use of space makes this arrangement wonderfully handy! Sunburst Yellow Hotpoint appliances are right at home. (Note how both the 30-inch Hotpoint Range and the built-in dishwasher make use of minimum space.)



Deep, rich, handsome are these smart Woodland Brown Hotpoint appliances for your kitchen and laundry. Everyone will admire the contrasting colors of refrigerator, dishwasher and range against a colorful background.

you so many appliances gleaming stainless finish!

*Now Bring "Living-Room Beauty"
Into Your Kitchen And Laundry
With Famous Hotpoint Appliances In
New Decorator-Inspired Colortones*

A KITCHEN AND LAUNDRY alive with color—as brightly beautiful as any you see illustrated here—can now be yours!

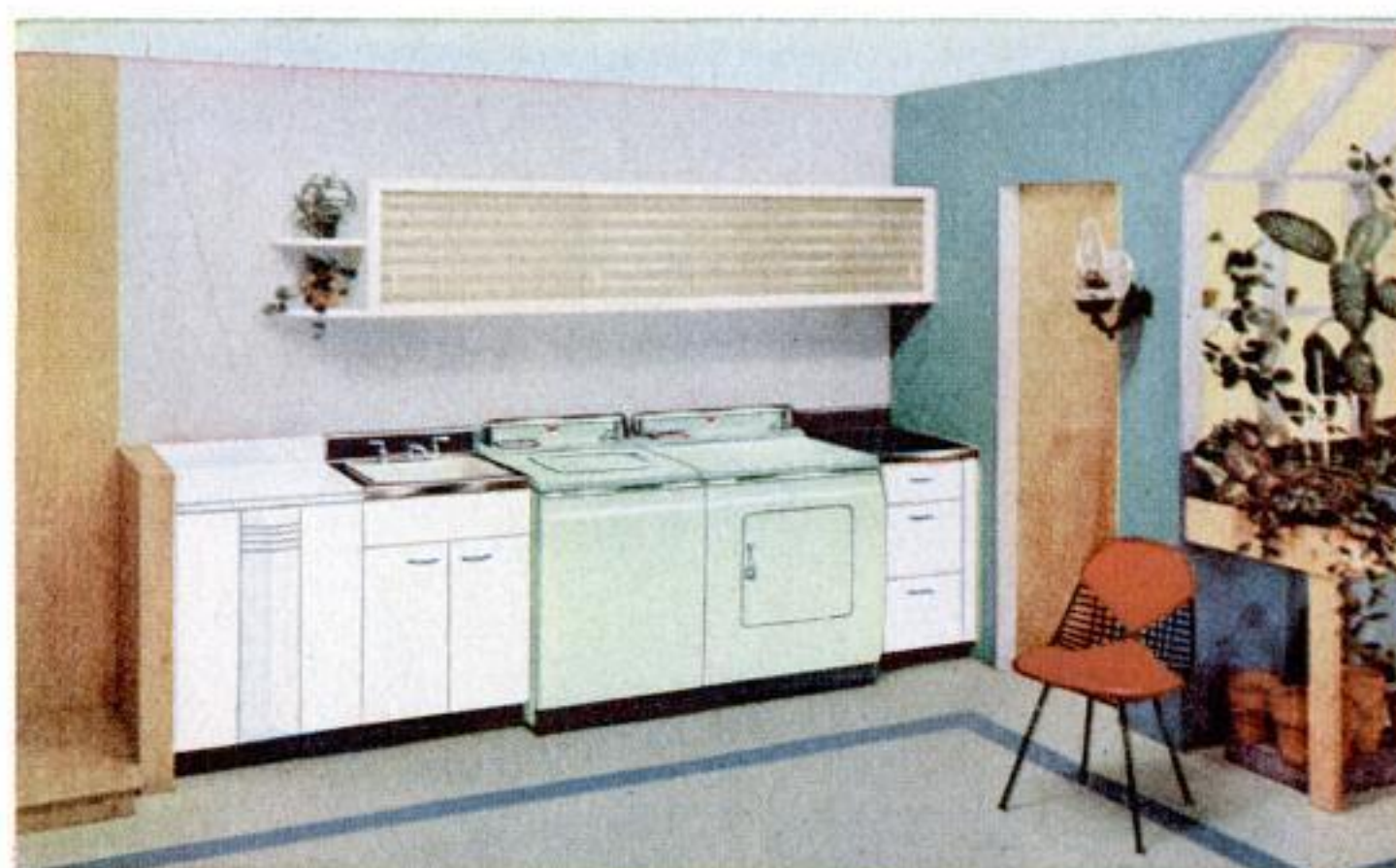
For Hotpoint offers you *color*—a wide, wide choice of color—in Hotpoint refrigerators, ranges, dishwashers, automatic washers and dryers. And you needn't even spend money for remodeling to have a beautifully modern kitchen!

Of course, shown here are just a few ways in which magnificent new Hotpoint work-savers add warmth, charm and smartness to your home. There are countless ways in which just one or two of these modern appliances can lift any kitchen or laundry room out of the ordinary—at remarkably little expense! Why not see the brilliant Hotpoint Colortone display at your dealer's* soon?

*Dealers are listed in most classified phone directories.



Kitchen of tomorrow—today! The brilliant Hotpoint Customline! Note the Lifetime Stainless Finish of the built-in refrigerator, built-in ovens and surface cooking units, built-in dishwasher. The most adaptable kitchen money can buy!



A modern laundry room—featuring the Meadow Green washer and dryer. See how a few clever touches of matching color inexpensively add gaiety and charm to the room. And how appropriate a color for your kitchen, too!



A perfect example of how a little paint, a pair of inexpensive curtains, and Hotpoint's Seafoam Blue appliances transform an ordinary laundry into a dream of modernity at reasonable expense! It's an easy do-it-yourself for any homemaker!

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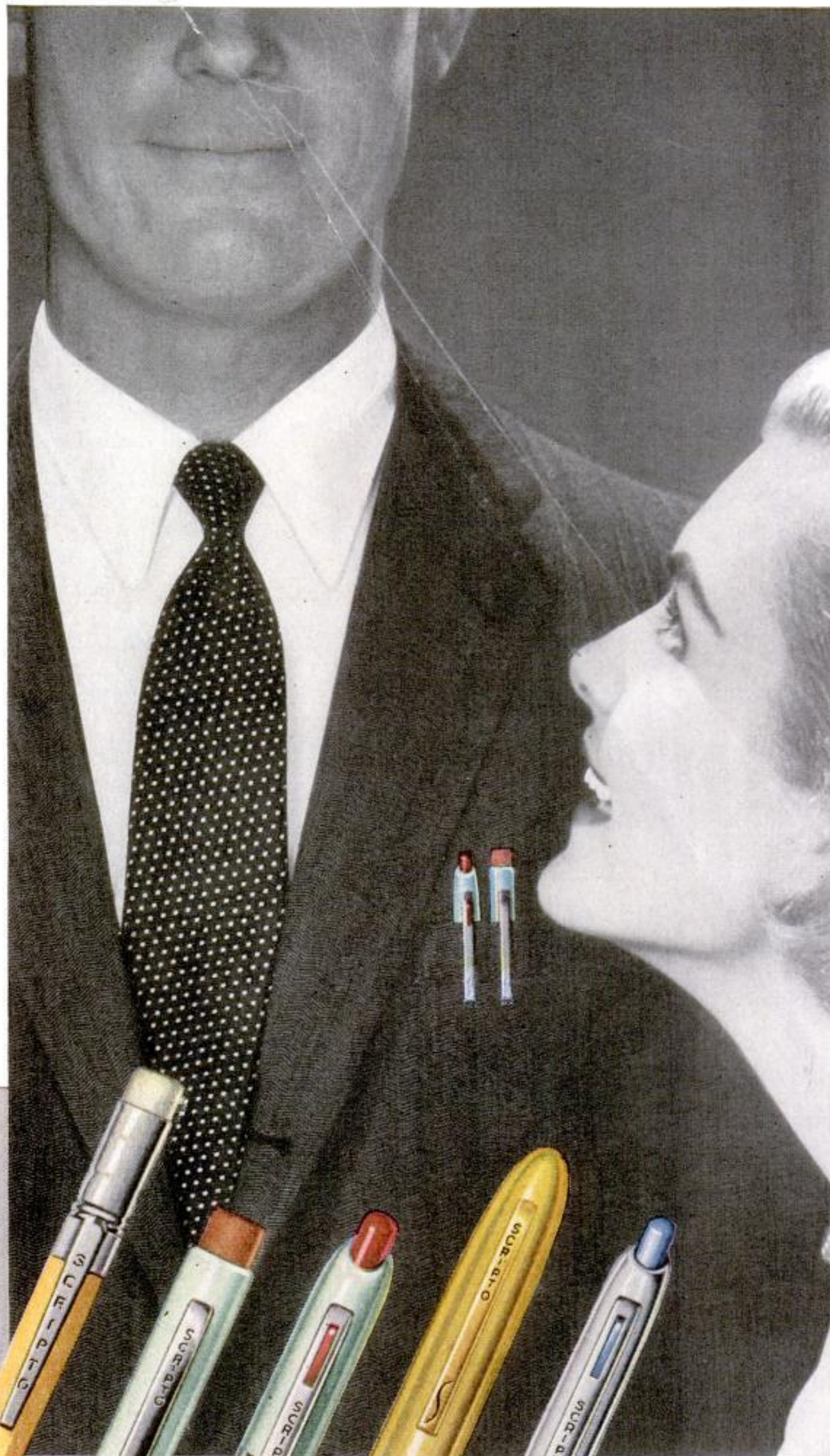
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MARTYR TO BAD MAPS was Sir Cloudesley Shovel who went down with an entire fleet in 1707. Queen Anne built this Westminster Abbey memorial.

A TO ZYWIEC CONTINUED

called on one of the members of the Board of Longitude which Parliament had set up to make the award with drawings of a timekeeper controlled not by a pendulum but by springs and balances. He got some encouragement and went home to work, returning seven years later at the age of 42 with a truly wonderful instrument. Thereupon he was given a nice certificate, and after a year's wait his chronometer was given a trial at sea. The trial was a success, so one year later the Board of Longitude voted to give him £500, half to be paid immediately, the other half whenever he delivered a second and better clock.

Harrison went home to work again. He made a second clock, a third, and at length a fourth, which he completed in 1759 at the age of 66. Two more years passed and then this last instrument was tested on an ocean voyage westward to Jamaica by way of Madeira. On the long rough trip the clock lost just five seconds. This meant that longitude could be fixed with an error of only one and a quarter nautical miles after a journey of some 5,000 miles and of course entitled Harrison to every penny of the award. However, Harrison was not a gentleman but a mechanic, so the board decided to give his instrument another trial at sea. At last in 1765, when Harrison, now 72, seemed to have fulfilled every demand, the board gave him half the £20,000, keeping the rest of the money and of course the timekeeper. All he needed to do to get the rest of his prize, Harrison was told, was to make two more clocks and have them tested at sea. But when he asked to borrow his clock so that he could copy it, the request was refused. Nonetheless he set to work once more and three years later finished another clock. By this time he was 78 years old and going blind. In desperation he turned to George III. Upon hearing the whole story George rose up and bellowed, "By God, Harrison, I'll see you righted!"—which he did. In 1773, aged 80, John Harrison at last got all that was coming to him. In 1776 he died.

Once the shape and size of the earth have been determined and a globe marked for latitude and longitude, a mapmaker can begin to rough out the shape of the land upon it. Every accurate "fix" made by an explorer or surveyor can be set down as a pin point, year after year and century after century, until everything of importance upon the earth has been located on the globe with great precision.

The problem with globes is that they must be either too small to contain sufficient detail or too large for the average map reader to be able to buy, let alone transport or house. Therefore the globe, or parts of it, must be made to seem flat so that maps can be printed on sheets of paper. And here lies yet another problem.

There is no possible way of flattening a globular map without losing some of the cardinal integrities of shape, area, distance and direction that an ideal map should have. All flat maps, save those of very small areas, are distorted in some way; *how* they are distorted depends on the purpose for which they are made.

There are scores of ways of projecting all or part of the globe upon a map, among them the homolosine, the cylindrical equal area, stereographic, simple conic, polyconic, transverse Mercator, interrupted sinusoidal equal-area, azimuthal equidistant, to say

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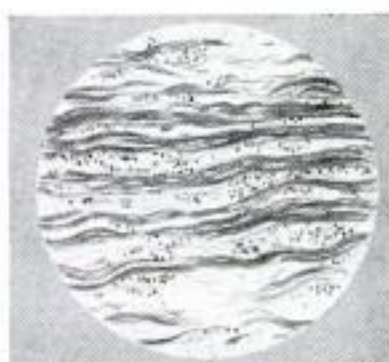
Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:
Spores of Malassez

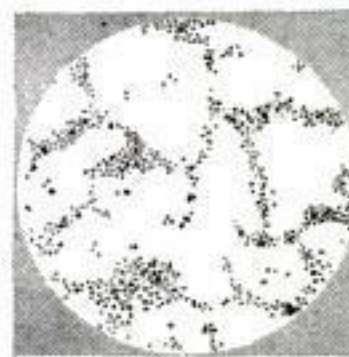
Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often baldness.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected



stubborn cases, repeat the Kreml-and-shampoo treatment again.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

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erase errors
magnetically
as you **DICTATE**
with the new
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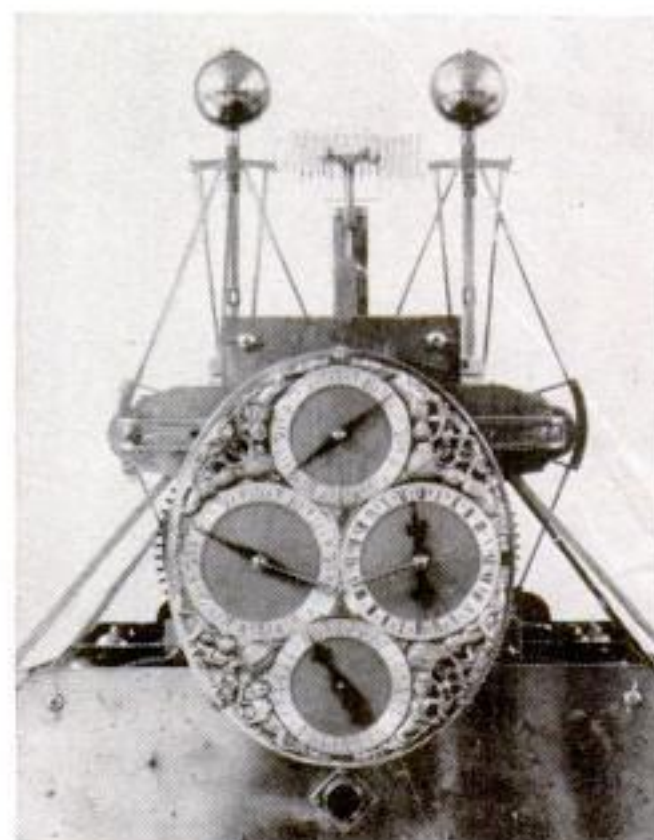
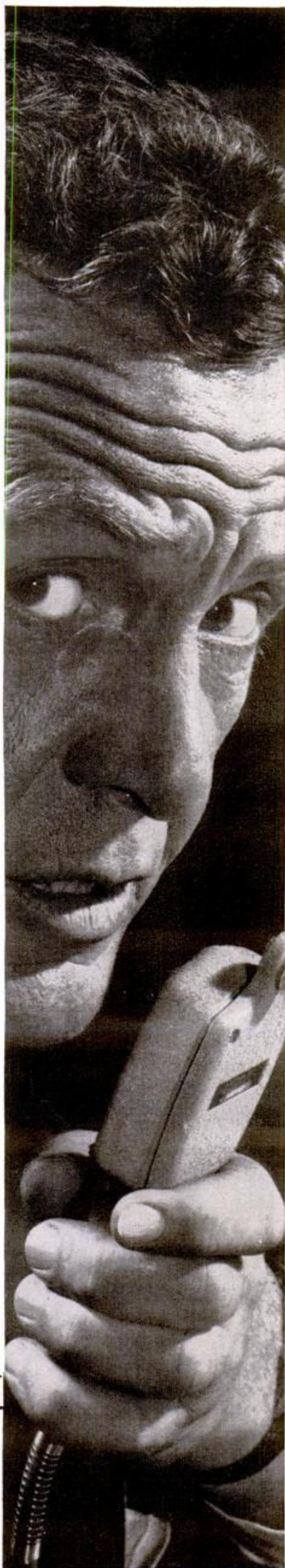
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FIRST SUCCESSFUL CHRONOMETER (left), vital to navigation and mapmaking, was made in 1735 by John Harrison (right) who devoted life to it.

Å TO ZYWIEC CONTINUED

nothing of the polygonomic icosahedron. Two of the most commonly seen are the conic and the cylindrical conformal, which latter is ordinarily called Mercator's projection after the great Flemish cartographer who conceived it in 1569.

Mercator's projection remains the most useful ever produced—for navigators. Its great virtue is that if you follow a straight line on it you will reach your destination without fail. Its great drawback is that its features are enormously distorted toward the poles.

Perhaps the simplest explanation of Mercator's projection was hit upon by an English mathematician named Edward Wright some 350 years ago. Imagine the earth as a balloon, Wright said, inflated with just enough air to make it round but still capable of much further expansion. Enclose the balloon in a glass cylinder of equal diameter, so that the equator just touches the inner wall of the cylinder, and then begin to force more air into the balloon. As it expands, the balloon retains the same diameter but stretches toward the ends of the cylinder. One after the other, the parallels of latitude come to rest against the wall of the cylinder. The curved meridians of longitude straighten out and also press against the wall. Then, assuming that the balloon will leave a printed impression on the wall of the cylinder and that the cylinder can be sliced lengthwise and unrolled, there is a Mercator projection.

On the equatorial line of the projection the scale is true and there is no distortion, but along the upper and lower edges it is extreme: Greenland appears larger than South America, although it is only about one-eighth as large and Ellesmere Island, smaller than Kansas, appears larger than the whole western U.S.

The second form of projection with which most map readers are familiar is the conic, most often used for maps of the U.S. and other middle-latitude countries. Assume that you have a large paper cone into which the globe can be fairly deeply inserted, like a golf ball into an ice cream cone, with the North Pole pointing directly up. Now assume that there is a light inside the globe and that the light passes out through the globe and projects an image of the map onto the cone. The image is traced, the cone removed and flattened out, and there is a true conic projection.

The conic type of projection fetches the discussion back to the *Times Atlas* and its maps, most of which are made this way. To produce them the house of Bartholomew did not make any new measurements of the earth or computations of latitude and longitude but relied on the vast files of information it has been accumulating for more than a century.

The five-volume atlas will contain some 200,000 place names on 120 double-page maps, all of them printed in at least five colors and the majority in eight. Volume III, *Northern Europe*, was chosen for first publication not because Editor Bartholomew thought that part of the world might be least subject to change but merely because he thought it might attract more general attention.

All of the *Times Atlas* maps are new and original compilations, although they include many anciently established facts. The index shows the exact position on the globe of every town and city on all of the maps, as "Aberystwyth, Cardigan, Wales, Lat. 52.25N, Long. 4.05W." A vast amount of other information—roads and railways, rivers and canals, airports and lighthouses, boundaries and the heights and valleys on the land—is also shown, but the precise placement of it inevitably stems from observations of the sun and stars and the clocks of Huygens and Harrison.

CONTINUED

Of course there are a few well-organized souls

who get up early enough to breathe deeply at the window, count the birds on the lawn, or make some other leisurely gesture before settling down to their bowl of Kellogg's Corn Flakes. But not this late-rising young brief case toter. And we say, if he dribbles milk on his shirt, it serves him right.

However, one of the nice things about these friendly flakes is that they understand everybody's early morning mood. That's why they've been on the American scene for fifty years running and are still the favorite.

You can take them sitting up, lying down, or on the run, they'll always meet your appetite more than half way. Thin, crisp flakes of good, wholesome corn, made to our still secret recipe, toasted to a golden turn in our radiant ovens.

No matter which side of the bed you get up on tomorrow, Kellogg's Corn Flakes will have something nice to say to you. But just don't let yourself run out of them, that's the main thing. How is it

in your cupboard right now? Maybe you'd better take a look.



They all look full when they're standing up. Better check the package of Kellogg's Corn Flakes on your pantry shelf right now.

Norman
Rockwell





Niagara Falls Photographed at Night

Known by the Company it Keeps



Seagram's VO

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 86.8 PROOF, CANADIAN WHISKY
A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD



MOST NOTED MAPMAKERS of history are Gerardus Mercator (*left*) and Jodocus Hondius of Holland who created and published Mercator projection.

A TO ZYWIEC CONTINUED

So much information about the world is in fact now available that the problems of what to include are exceedingly tough. The simple naming of cities requires a good deal of thought. Bartholomew uses the locally accepted form (Roma, Napoli, Lisboa, Warszawa, etc.) and includes alternatives in parentheses where they exist, some cities being shown three times (Bruxelles, Brussel, Brussels) on one map. Where there are real disputes, Bartholomew simply does the best he can—Dublin is followed by (Baile Atha Cliath) and neighboring Dun Laoghaire by (Kingstown).

Bartholomew's scruples about the spelling of place names are faintly ironic in view of the rash of ridiculous names with which maps are covered. All over the world there are hills, mountains, rivers and lakes with names which, in the local native tongue, mean "Excuse me" or "How's that?" or "What did you say?" Explorers who had penetrated some wild region used to buttonhole the nearest native, point to an uncharted peak and say, "What is the name of that mountain?" upon which the bewildered native would say, "Basorombo," meaning, "Sorry, I can't speak English." At this the explorer would write "Mount Basorombo" on his map, and so it would remain. (When Captain Cook landed in Australia, the story goes, he pointed to a large animal bounding across the landscape and asked a native for its name. "Kangaroo," said the native, meaning "I can't understand you.")

Moreover the natives themselves, who ought to know better, often select peculiar names for local objects. In fact, there is a town in Missouri named Peculiar. The Post Office Department in Washington rejected the names suggested for the settlement with a note saying, "Why don't you choose a name peculiar to your vicinity?" which the residents thereupon did.

International boundaries also present a problem for the mapmaker. "We almost started another Balkan war with the last atlas in 1922," Bartholomew says, "because the Bulgars thought we'd given too much ground to Greece."

Connoisseurs of atlases may be disappointed in the *Times Atlas* for one reason—it is almost entirely locational. Only six of its 120 maps are devoted to such subjects as physiography, temperature and winds, precipitation, vegetation, human distribution and commercial development, although there are many other things that can and should be mapped, ranging from languages and religions to agriculture, minerals and history. But the atlas remains the best of its kind to come along in a generation and probably will remain so for another. Therefore, since there is not often a logical excuse to talk about maps, it would be a pity to drop the subject without mentioning some of the latest developments in mapmaking.

In the past 25 years there has been a revolution, or more accurately an enormously accelerated evolution, in mapmaking caused by the airplane, radio and advancements in photography and electronics. Today, powerful radio stations at strategic points on the globe constantly broadcast the vital tick of Greenwich time; explorers in the remotest regions no longer need worry about their

CONTINUED

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FOLLOW THESE SIMPLE RULES

- 1—In 50 words or less, finish this thought: "I would like to own an Orga-sonic Spinet Organ by Baldwin because..."
- 2—Send as many entries as you wish. Write each on a separate entry form. Use Official Entry Forms for each. You may use a separate blank sheet of paper if you wish but it must be firmly attached to the Official Entry Form. Use Entry Form printed with this Contest Announcement or secure additional Entry Forms from the Baldwin Dealer in your city.
- 3—Print your name and address clearly. Print name and address of the religious or educational organization within Continental U.S. or Canada to which you want The Baldwin Piano Company to present the second Orga-sonic Spinet Organ in your name should you win one of these 10 Awards.
- 4—Persons of any age can enter. If entrant is under 15 years of age, entry must be accompanied by a statement from parent or guardian, giving age of child.
- 5—Entries will be judged by the impartial staff of Reuben H. Donnelley on the basis of originality, sincerity, aptness of thought and ideas expressed... not on writing ability. Absolutely no purchase is required.
- 6—Any resident of the continental United States or Canada may enter this contest except employees or their immediate families of The Baldwin Piano Company, its dealers, its advertising agencies and the judging organization. Contest subject to all federal, state, local and Dominion of Canada laws and regulations.
- 7—All entries become the property of The Baldwin Piano Company. No entry can be returned. The judges' decision is final. Duplicate prizes will be awarded in case of ties. Winners will be notified by mail.
- 8—Contest closes midnight October 15, 1955. Entries postmarked before midnight of that date will be eligible. Mail entries to: Baldwin Contest, Box 5255, Chicago 77, Illinois.

**BALDWIN CONTEST, BOX 5255
CHICAGO 77, ILLINOIS**

Use this OFFICIAL ENTRY FORM or get one from your local Baldwin Dealer

OFFICIAL ENTRY FORM

I would like to own an Orga-sonic Spinet Organ by Baldwin because

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
(50 words or less)

Name.....

Address.....

City.....Zone.....State.....

Religious or Educational Institution to which I would like second organ given, if I am a winner.

Name.....

Address.....

City.....Zone.....State.....

**THE BALDWIN PIANO COMPANY
Cincinnati 2, Ohio**

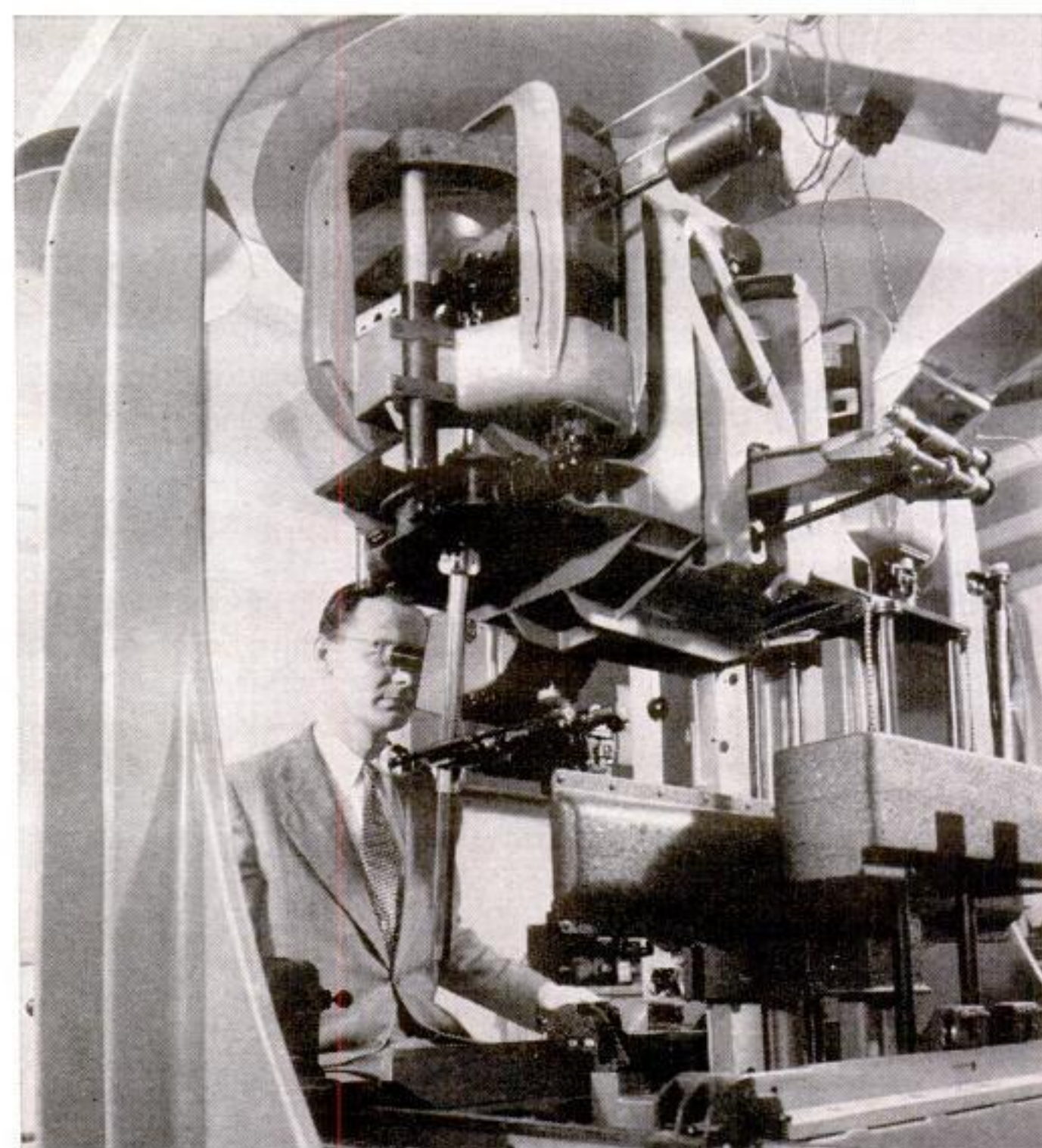
chronometers as long as they have good radio receivers. From the air, photographers can "map" the ground in detail.

Adaptations of the old stereoscope enable mapmakers, indoors, to make exquisite use of aerial photographs—in one machine the operator examines matched photographs across which he can manipulate a small dot of light which is linked to a pencil which traces details of topography and contour on a map. Photolithography and photoengraving have largely replaced hand engraving, making mass production of maps far easier and cheaper. A typical gas station map of a state printed in four colors and unfolding to an area of six or seven square feet costs only 4¢ to 7¢ to produce. It may be a primitive object from the point of view of the master cartographer, but it is still an impressive accomplishment.

One might suppose that there will soon come a time when the world is completely mapped, at which point the mapmaker can take up some other calling, but this is a foolish thought. Man will never know all there is to know about the world. Less than 50% has been mapped on what cartographers consider a really adequate scale, although there no longer remain any areas which civilized man has not at least glimpsed. Some of the most fundamental things about the globe in the category of size and shape remain unexplained or even undiscovered. Man has known for centuries that the globe is not truly round. Its meridional circumference is 24,860 miles, 42 miles shorter than the circumference at the equator, and he has also known the reason: the centrifugal force of the earth's rotation bulges it out in the middle. But lately man has realized that there may be no such thing as "sea level," the base from which all altitudes are measured. This has nothing to do with the difference in level between one ocean and another but with the level upon *one* ocean. If the Pacific, for example, were suddenly to be frozen in an absolute calm, with not a ripple on its surface, there would be "plateaus" and "depressions" in the water level with a difference in altitude of as much as 60 feet. These may be caused by barometric pressure, or by something else still unknown.

As the activities of man upon the globe change, so must maps. Maps today generally show north at the top, but this has not always been so nor should it be. Maps in the past have been oriented in the direction of national interest—some American maps used to show west at the top, and some maps made by the Romans east.

Perhaps the best way to look at the world today is on a map with north not at the top but in the center. Perhaps the best maps of the next century will have no north or south at all but will show the world adrift in space like a speck of dust in a sunbeam. Modern man stands in relation to the universe as antique man stood in relation to the globe. Albert Einstein may have been our Eratosthenes; the John Harrisons and Mercators of the future are yet unborn.



LATEST MAPPING MACHINE used at training center for cartographers in the Netherlands, automatically transfers data from aerial photos to maps.

Dorothy Kilgallen

SHOWS PROOF!

RUBBER-TOP

BY Allen

AMERICA'S FINEST RUG CUSHION

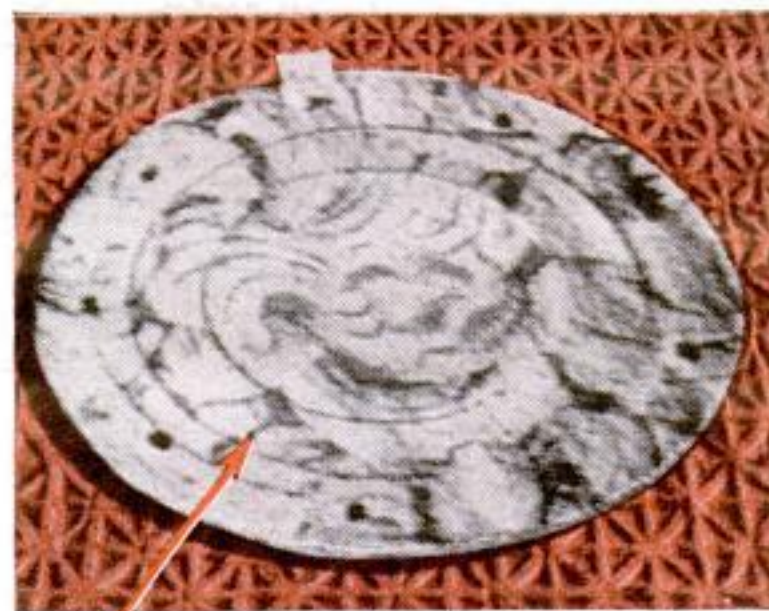


"Rubber-Top by Allen More Than Doubles the Life of Your Rugs and Carpets . . . Here's The Proof"—Dorothy Kilgallen

The 2 photographs below are of 2 pieces of carpet—cut from the same roll—which were tested with the same number of revolutions on a U. S. Bureau of Standards regulation type carpet tester . . . see how RUBBER-TOP protected the one on the right.



Note how threadbare this carpet is — not protected by RUBBER-TOP



Look at the difference! —This carpet protected by RUBBER-TOP.

For maximum walking comfort *plus* life-prolonging protection for all your rugs and carpets, insist on RUBBER-TOP by Allen. 44 oz. Terra Cotta Red—patented rubberized waffled top, ribbed rubberized back and shock absorber center.

Also ask your floor covering dealer to show you Allen RUBBER-LOC, America's Luxury Cushion—52 oz. Chlorophyll Green.

Allen—a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.



Guaranteed by Good Housekeeping

"A TREAT FOR WEARY FEET"

ALLEN INDUSTRIES INC., CARPET CUSHION DIVISION, DETROIT 7, MICH.

IT'S THE HARDTOP WITH FOUR DOORS!

Another big reason for Buick's soaring sales is the 4-Door Riviera—the new hit in hardtops that's taking the country by storm. Come try one—price it—get your trade-in deal—and you'll see why Buick sales are at an all-time high.



Going great guns at "great buy" prices

YOU'LL have to admit you see a lot more new Buicks on the road these days than ever before.

And how could you help it? There are more 1955 Buicks on the highways than any other Buicks in history.

This, you see, is more than just a great Buick year. This is the greatest...

Because today's Buick is the biggest-selling Buick of all time...

Because this stunning sweep of automobile has broken every record in the Buick book—for production, for sales...

And because this thriller has zoomed sky-high in popularity—way beyond the huge success that put Buick solidly into the Top 3 of America's best sellers.

You can see and sample for yourself many of the reasons for this tremendous Buick upsurge.

The bold, swift styling. The great panoramic visibility. The spacious room and deep comfort. The soft and buoyant levelness of Buick's all-coil-spring ride and torque-tube stability.

And the spectacular performance, of course—from the silken might of record-high V8

horsepowers, and the dynamic action of Variable Pitch Dynaflo.*

But certainly it's the bedrock level of Buick prices that's back of this soaring success—prices that buy a whale of a lot more automobile than the same money buys elsewhere.

Just you come visit us and see what literal fact that is—and how the biggest-selling Buick in history enables us to make the biggest trade-in deals ever possible.

*Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on ROADMASTER, optional at modest extra cost on other Series.

When better automobiles are built Buick will build them

Thrill of the year is Buick

S E E Y O U R B U I C K D E A L E R

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Read what about

— And why



This Invention Guarantees 4 Sleep Benefits — and only Springwall has it!

Springwall is the only mattress with the 12 resilient-steel supports around the edges. It's an amazing invention that guarantees 4 sleep benefits:

- 1 Insures correct sleep posture.
- 2 Extends the sleeping area 33 1/3%.
- 3 Positively prevents mattress sag, in the middle, at the edges, edge to edge.
- 4 Adds years of comfort and wear.

No wonder famous Snell Laboratories rate Springwall best, in tests of 4 leading brands. No wonder doctors recommend it for healthful sleep. Better see your Springwall dealer today!

FREE BOOKLET!



Doctors answer 4 vital questions about healthful sleep. For free copy, write Springwall, Box 157, New York 46, N. Y.



SPRINGWALL

Reg. U. S. Pat. Off.

Mattress

Doctors say Springwall Mattress

they recommend Springwall for healthful sleep!

Read their own words—absolute proof that Springwall's scientific invention provides correct sleep posture.

(From letters in our files. For professional reasons, only initials are given.)

Dr. A.T.W. writes: "To state that it (Springwall Posturguard) is a good mattress is the understatement of the year. It is the grandest thing we have ever slept on, barring none. We certainly sleep better and awaken so refreshed."

* * *

Writes Dr. B.L.R.: "I have for years recommended firmer mattresses for my patients and since sleeping on your very fine Springwall Posturguard, I can without reservations recommend your products to them."

* * *

Writes Dr. L.S.P.: "After having slept on Posturguard Springwall Mattress these past few months, it has more than surpassed my expectations. We have a standing order in our hospital, ordered by the staff physicians, to place 'boards' between the spring and mattress of a bed before a patient with an acute myositis, low-back syndrome occupies it. In my opinion the new Springwall Posturguard meets that therapeutic requirement very well and eliminates the 'hard-board' discomfort."

Dr. J.C.R. writes: "The Posturguard Springwall is a real pleasure to sleep on. I would and will recommend them to everyone."

* * *

Writes Dr. G.G.J.: "Many cases of backache will not respond to any type of treatment until the patient discards a soft, yielding mattress for one that will give better support. I would not hesitate to recommend Springwall Posturguard to patients needing a firm supporting mattress."

* * *

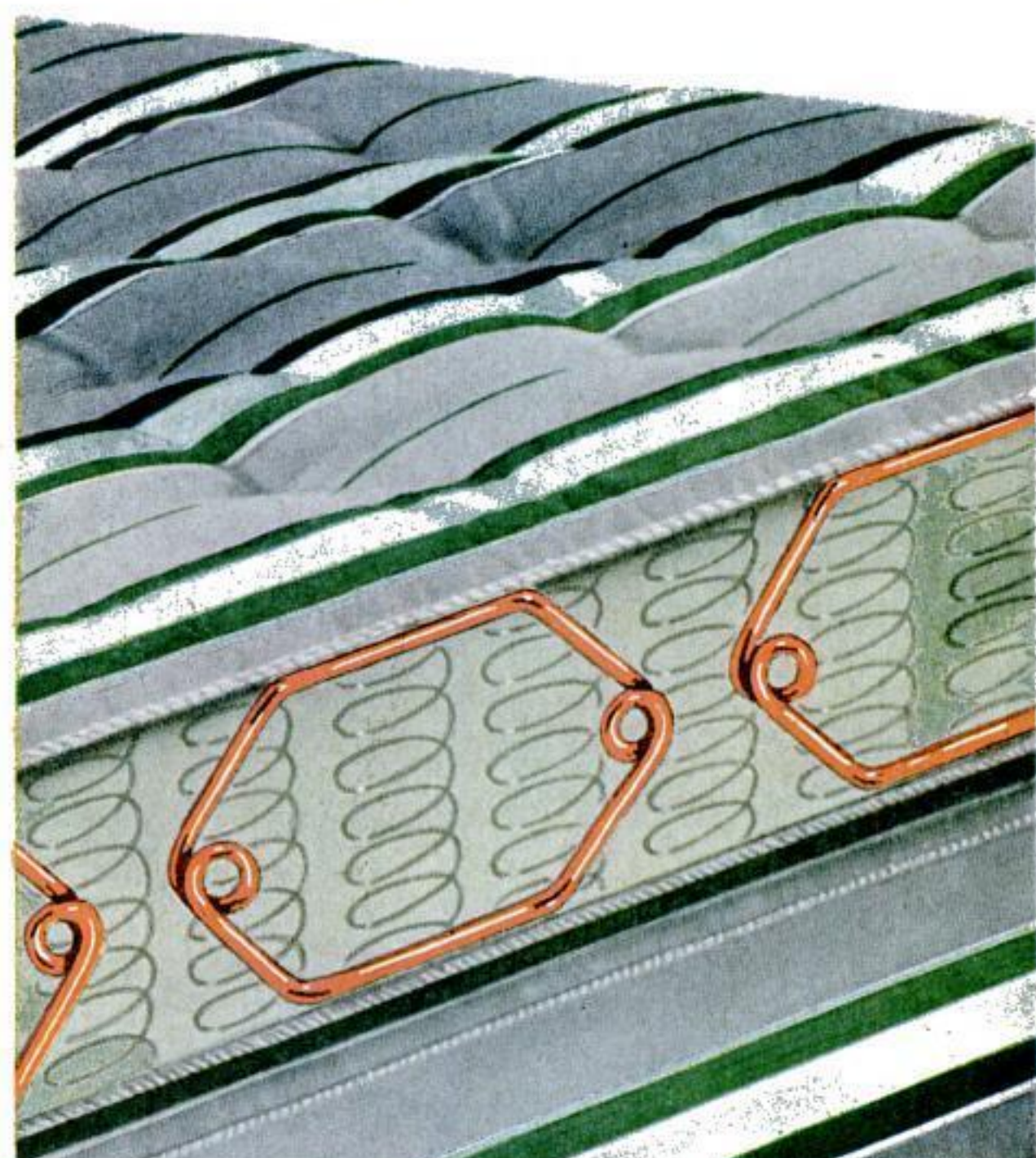
Dr. L.F.D. writes: "Springwall Posturguard is far superior to any of the coil spring mattresses I have previously used."

* * *

Writes Dr. V.I.B.: "Our new Springwall Posturguard is the most comfortable I have ever slept on. It really gives support where support is needed."

* * *

Dr. T.G.G. writes: "The finest mattress I have ever had the pleasure to sleep upon. One feels rested as I have never felt before."



Even a new mattress is old-fashioned without this invention... and only Springwall has it! A wall of 12 resilient-steel supports around all 4 edges holds the entire sleeping surface sag-free firm from edge to edge!

Springwall Posturguard:
Extra firm, specially engineered unit designed to give maximum support... \$69.50.
Specially designed, matching box spring... \$69.50.

Springwall Quiltress:
Smooth sleeping surface, with upholstery quilted throughout to prevent shifting of felt... \$69.50. Matching box spring... \$69.50.

Other Springwall Mattresses from \$49.50



GUARANTEED FOR 10 YEARS AGAINST STRUCTURAL DEFECTS BY THE MAKERS OF THESE GREAT BRANDS

KING KOIL Springwall—THE UNITED STATES BEDDING CO., St. Paul, Minn.

SOUTHERN CROSS Springwall—SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

TIGER BRAND Springwall—HAGGARD & MARCUSON CO., Chicago, Ill.

ECLIPSE Springwall—ECLIPSE SLEEP PRODUCTS, INC., New York, N.Y.—Los Angeles, Cal.

Wherever good taste is a by-word...



it's **HERBERT TAREYTON**

*...with the genuine cork tip
for better smoking*



FILTER TIP SMOKERS!
Tareyton is also
available with the
Pearl-Gray Activated
Charcoal Filter — the
best in filtered smoking.

You'll enjoy Herbert Tareyton because there's no substitute for the mild, rich taste of Tareyton's famous quality tobaccos. And the cork tip is genuine . . . it stays firm and fresh and gives you better smoking. In fact, wherever good taste is a by-word, Herbert Tareyton is recognized as the cigarette designed for the utmost in smoking enjoyment.

HERBERT TAREYTON, PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

© A. T. CO.

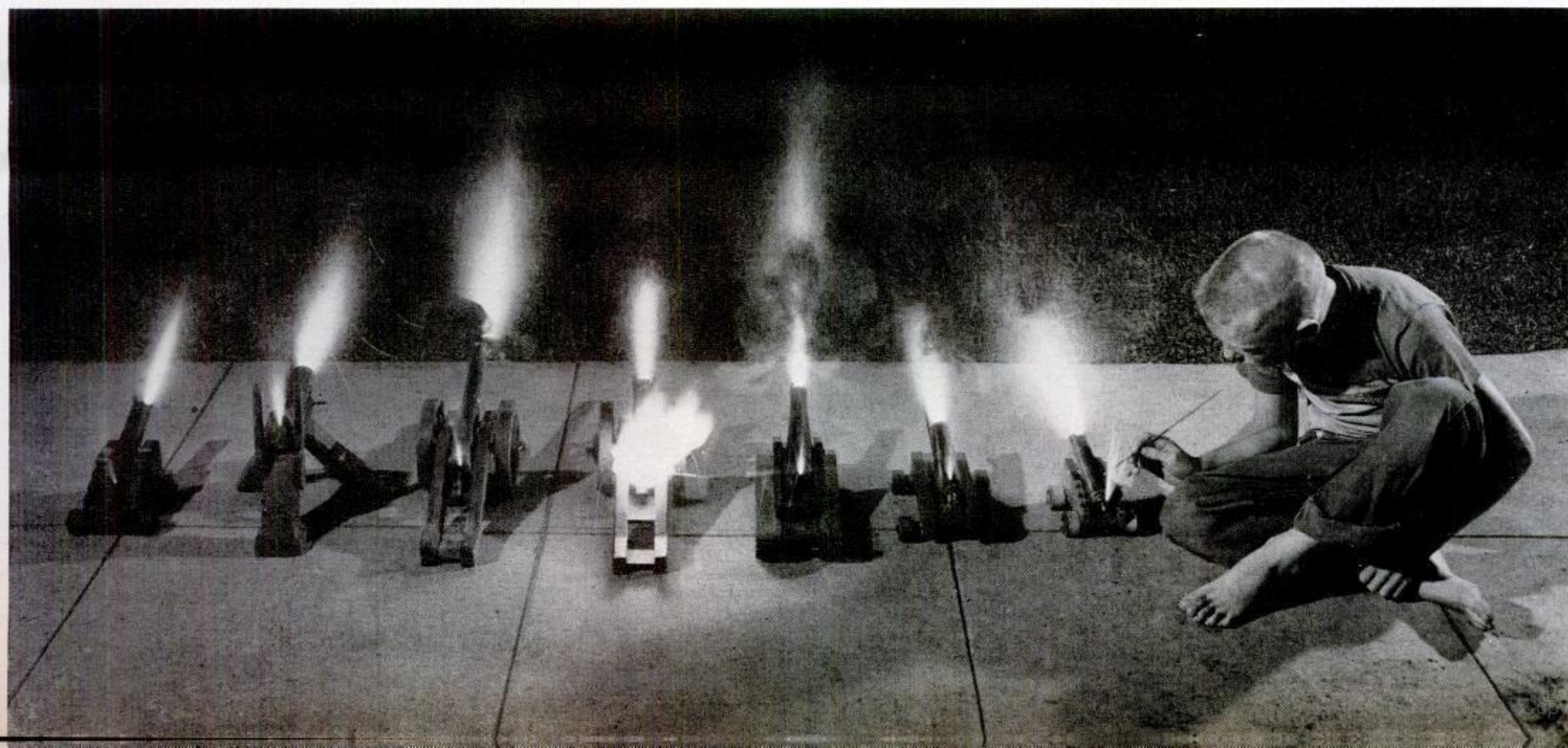


SQUINTING TO SEE THROUGH A PLUME OF FIRE AND SMOKE, HOWARD HERD SETS OFF MINIATURE MODEL OF CIVIL WAR MORTAR WHILE HIS FATHER WATCHES

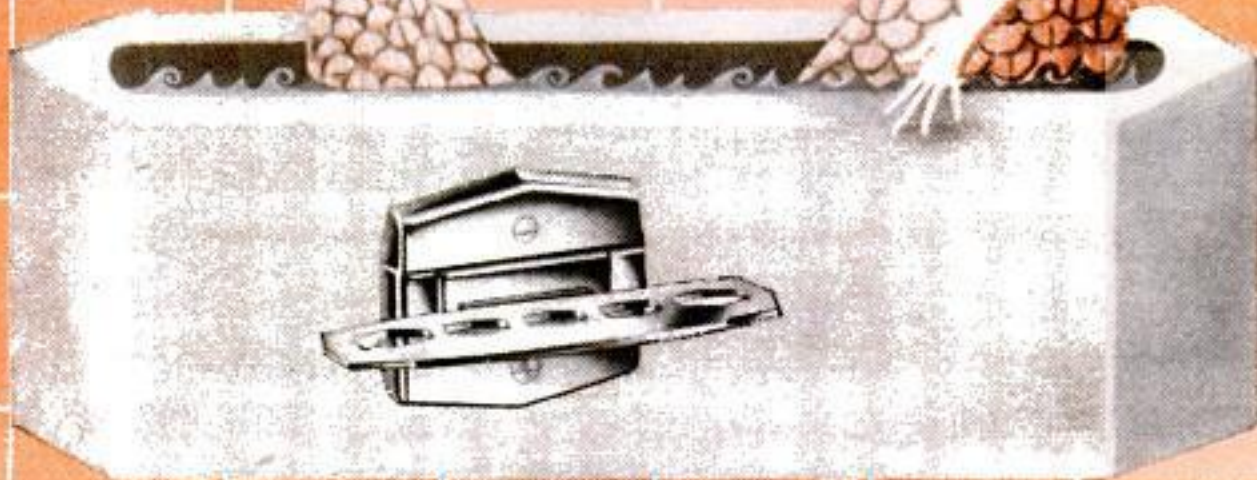
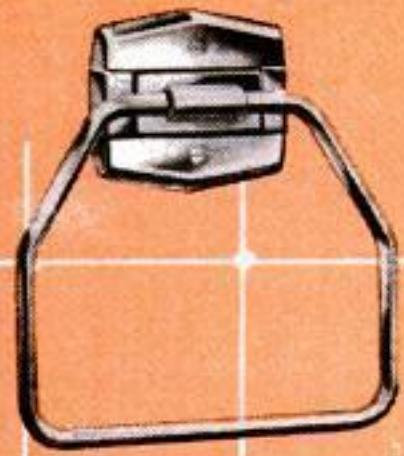
POCKET-SIZED CANNONS PACK A PUNCH

At age 11, Howard Herd of South Pasadena is an antiquarian, a war historian and one of the world's most unusual marksmen. Howard owns 26 cannons precisely scaled to match in miniature famous artillery pieces of the past. His father, an instrument designer, helped him machine the pieces after much research. The guns, which include replicas of weapons used at Valley Forge, on *Old Ironsides* and in the French Revolution, fire tiny balls of lead. When Howard is "hot" he can kill running rabbits with one shot or knock necks off bottles 20 yards away (*next page*).

BOOMING BARRAGE IS SET OFF BY HOWARD WITH SEVEN MODELS OF FAMOUS GUNS. EACH IS ACCURATE ENOUGH TO HIT A ONE-INCH BULL'S-EYE AT 150 FEET

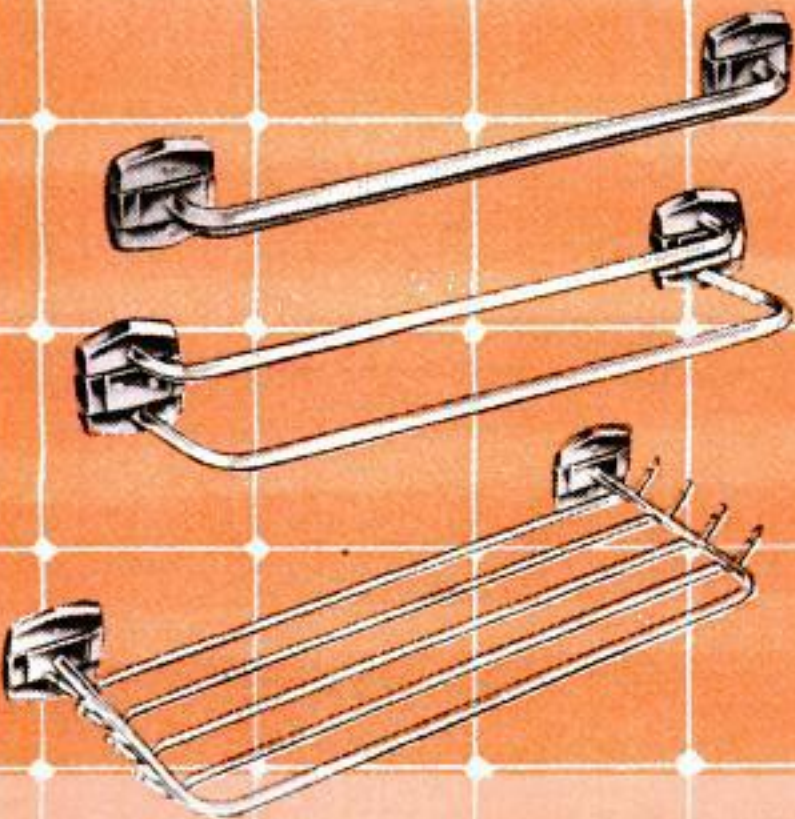


put new life
in your
bathroom!



The lovely *lustre chrome* highlights of Fairfield accessories against modern decorator colors add that fashionable touch of elegance to any bathroom. And so inexpensively!

Most items shown are priced under \$1.50* and a 6-piece Fairfield Matching Bathroom Set, under \$7.00*. See the entire Fairfield ensemble of matching accessories at your favorite store.



*in most localities

AUTOYRE

Fairfield

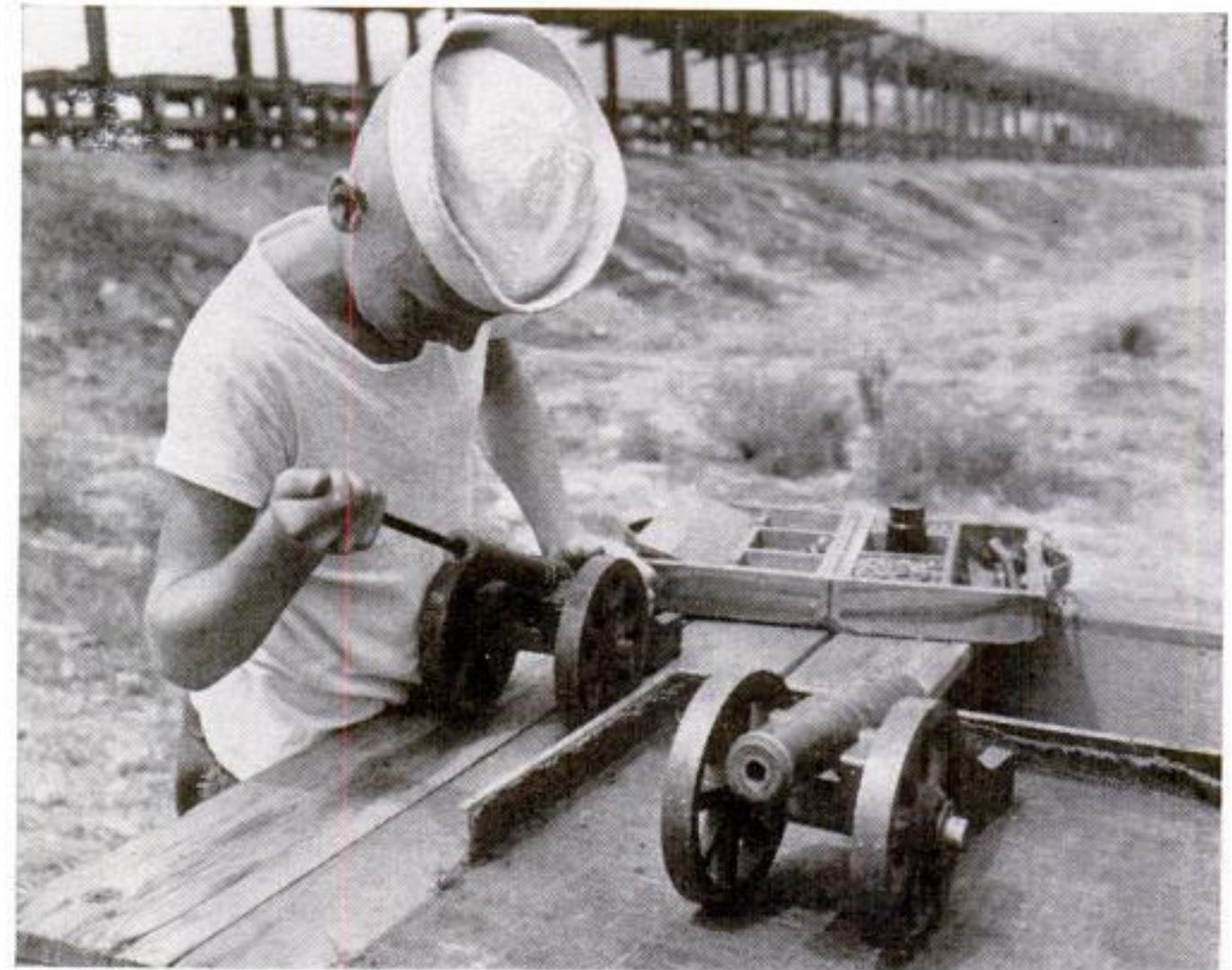
Also see the lustre chrome Fairfield Closet Accessories—America's newest and smartest!

FREE! Send for booklet showing 100 ways to add sparkle and convenience to your Bathroom—Kitchen—Closet.

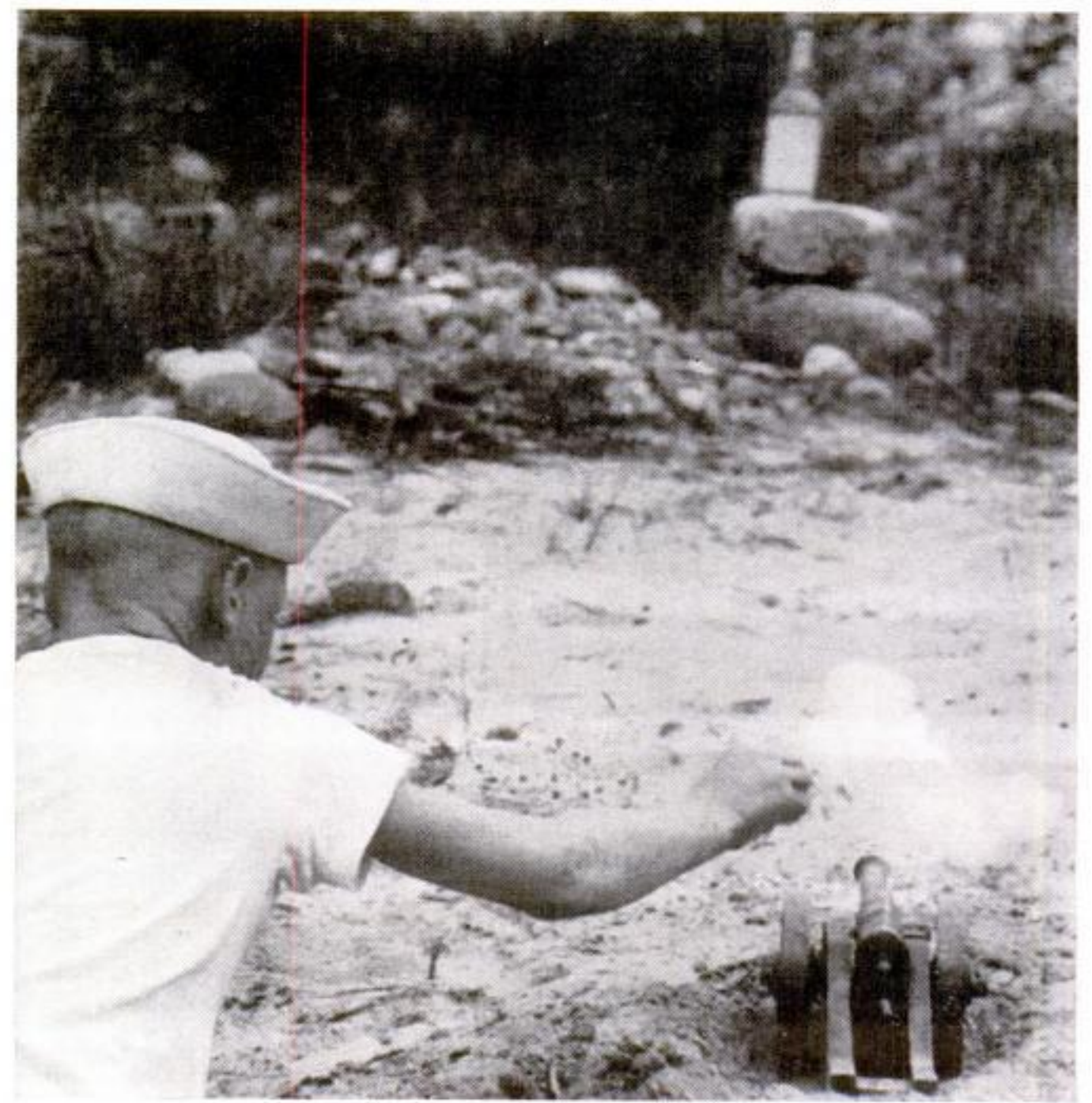


THE AUTOYRE COMPANY—OAKVILLE, CONNECTICUT, U. S. A.
A Subsidiary of Ekco Products Company

Pocket-sized Cannons CONTINUED



LOADING UP model of 1750 French cannon on firing range. Howard rams in lead ball after black powder and paper. At right is another 1750 French gun.



FIRING AWAY at a bottle, Howard holds lighted punk near fuse chamber in the loaded French gun. Recoil will push the little cannon back six inches.



SURVEYING DAMAGE. Howard peers at his target. A perfectionist, he complained, "I can usually knock the neck off without shattering the bottle."



Everybody enjoys a family talk-together by Long Distance

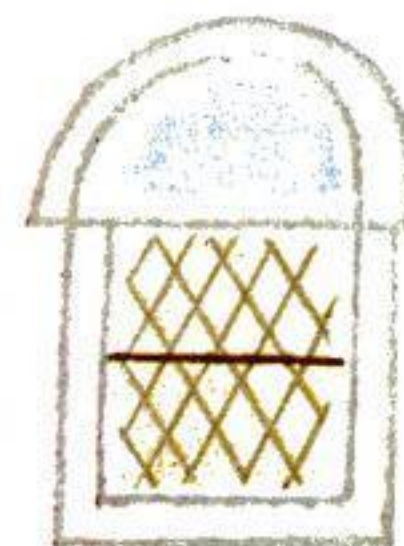


It's good to hear the voices of
The ones you miss—the ones you love.
Across the miles, from place to place,
It's like a visit—face to face.



Father, mother, daughter, son—
The thrill is shared by every one.
There is no faster way to go
And best of all, *the cost is low.*

BELL TELEPHONE SYSTEM



Long Distance rates are low

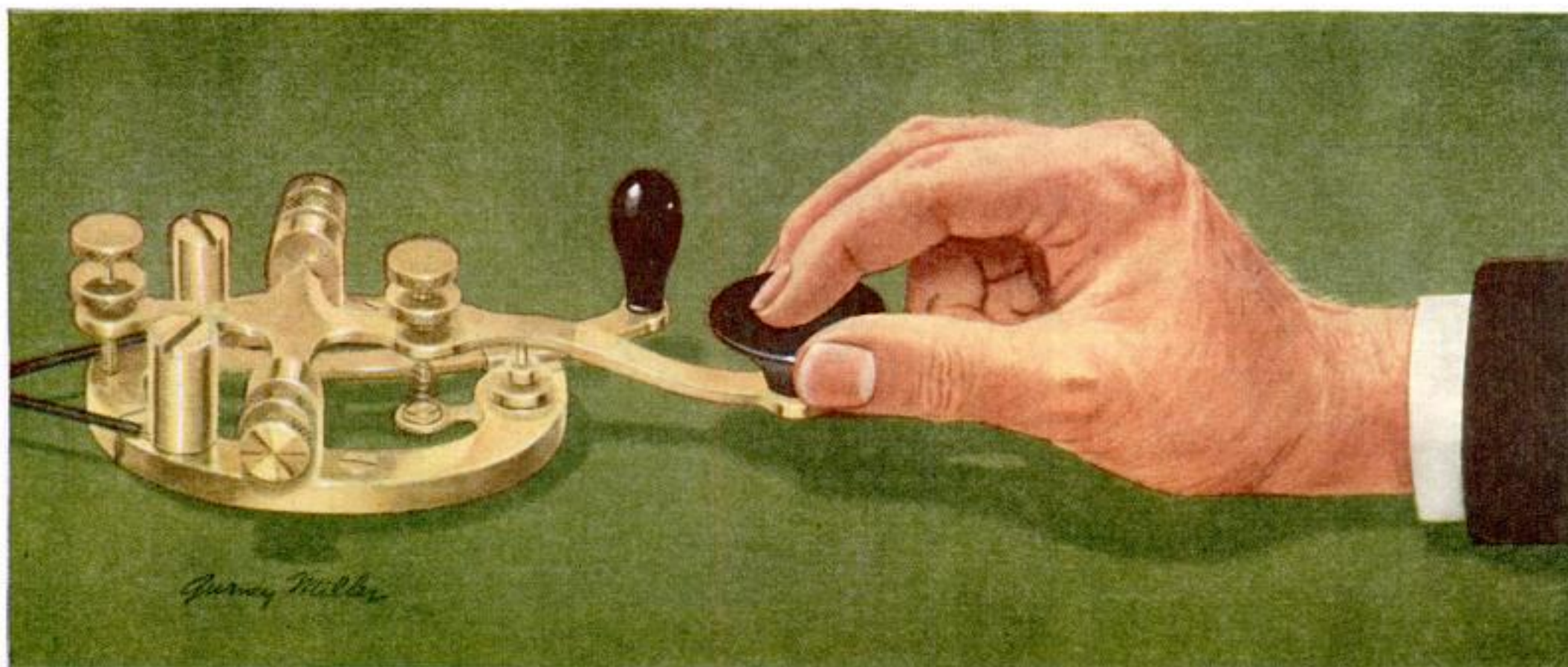
Here are some examples:

Pittsburgh to Cleveland...	45¢
Boston to Philadelphia...	70¢
Atlanta to Cincinnati...	85¢
Dallas to Denver...	\$1.10
Seattle to New York...	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

Call by Number.
It's Twice As Fast.

SOMEONE, SOMEWHERE, WOULD LIKE TO HEAR YOUR VOICE RIGHT NOW



1. Do you send out a frantic "SOS" to your doctor when there is no real emergency?



2. Do you "bristle like a cat" when your doctor unavoidably keeps you waiting?



3. Do you "blow off steam" over medical bills—and yet not discuss them with your doctor?



4. Do you "blindly follow" medical advice from well-meaning friends?

Could you pass this "medical" quiz?

The most effective medical care depends essentially on a friendly understanding between the doctor and his patient. But situations such as those represented above often keep patients and doctors from enjoying a happy and mutually helpful relationship.

The answers to the questions may seem obvious, but knowing them can be of great importance to you. For example:

1. Your doctor wants you to let him know *promptly* whenever you aren't feeling well. But he wishes you wouldn't insist on unnecessary night calls, when next morning would

do as well. And when you do phone try to give him, calmly and without alarm, the exact information he asks you for.

2. Your doctor does his best *not* to keep you waiting. But remember, many things can unexpectedly upset his busy schedule—an emergency case or the absence of a nurse or assistant—and thus prevent his seeing you as promptly as he had planned.

3. If your doctor's bill seems too high, talk it over *directly with him*. You'll find him more than willing to discuss and explain it.

4. One practice that's really dangerous for you is "prescription swapping"—using this or that medicine recommended by a well-meaning friend. Only a physician can determine what medicine (if any) is right for your particular case. So, when you need medical advice, *see your doctor*—and leave the prescribing of medicines to him.

★ ★ ★

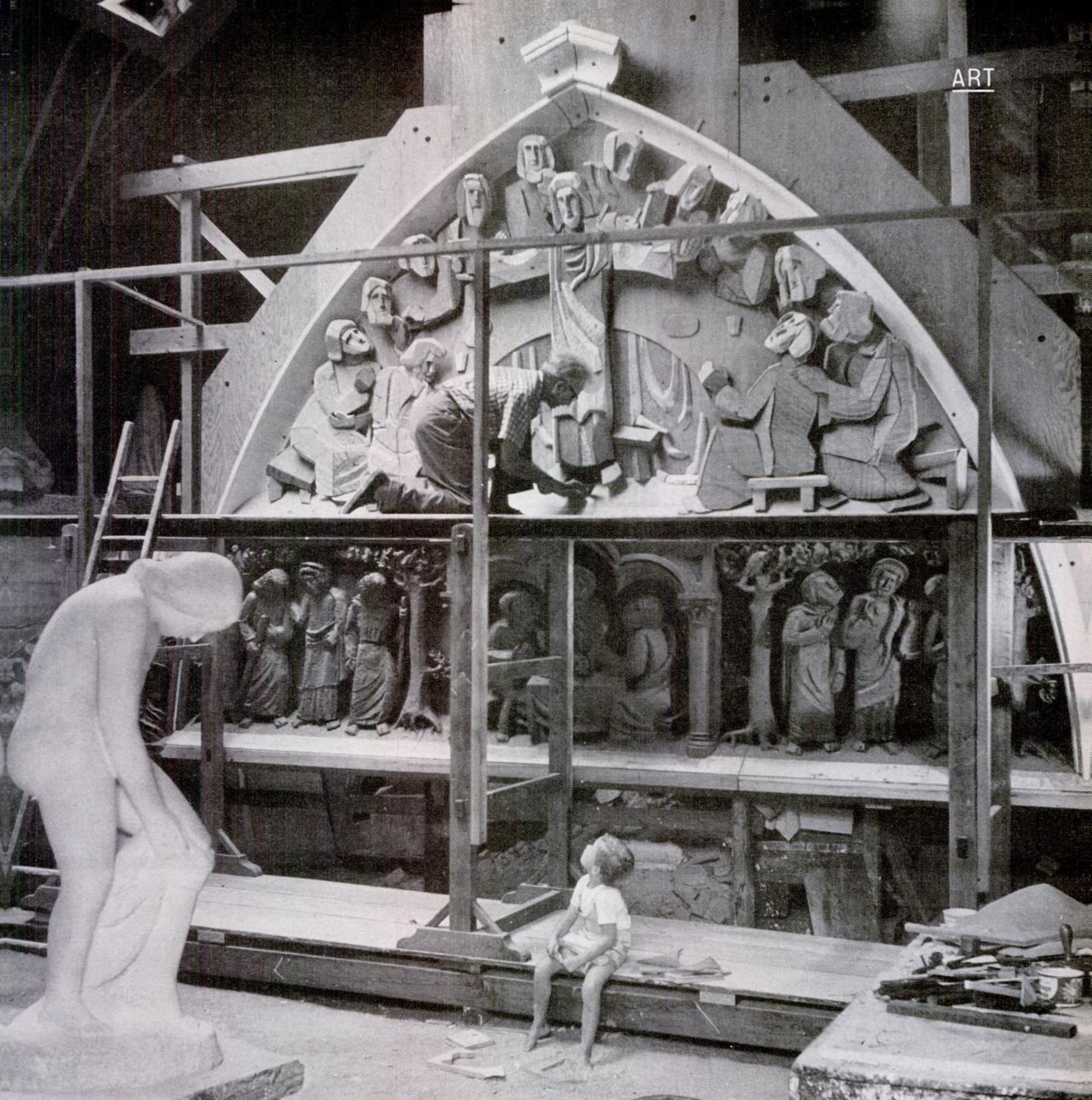
We invite you to write us for a free copy of the booklet, "Your Doctor and You." It contains twelve Parke-Davis messages on the importance of prompt and proper medical care.

Copyright 1955—Parke, Davis & Company

PARKE, DAVIS & COMPANY

Research and Manufacturing Laboratories Detroit 32, Michigan

Makers of medicines since 1866



IN HIS STUDIO WARNEKE WORKS ON FIGURE OF CHRIST AT LAST SUPPER AS GRANDSON WATCHES. LOWER PART OF WORK SHOWS MEETING AT EMMAUS

NEW 'LAST SUPPER'

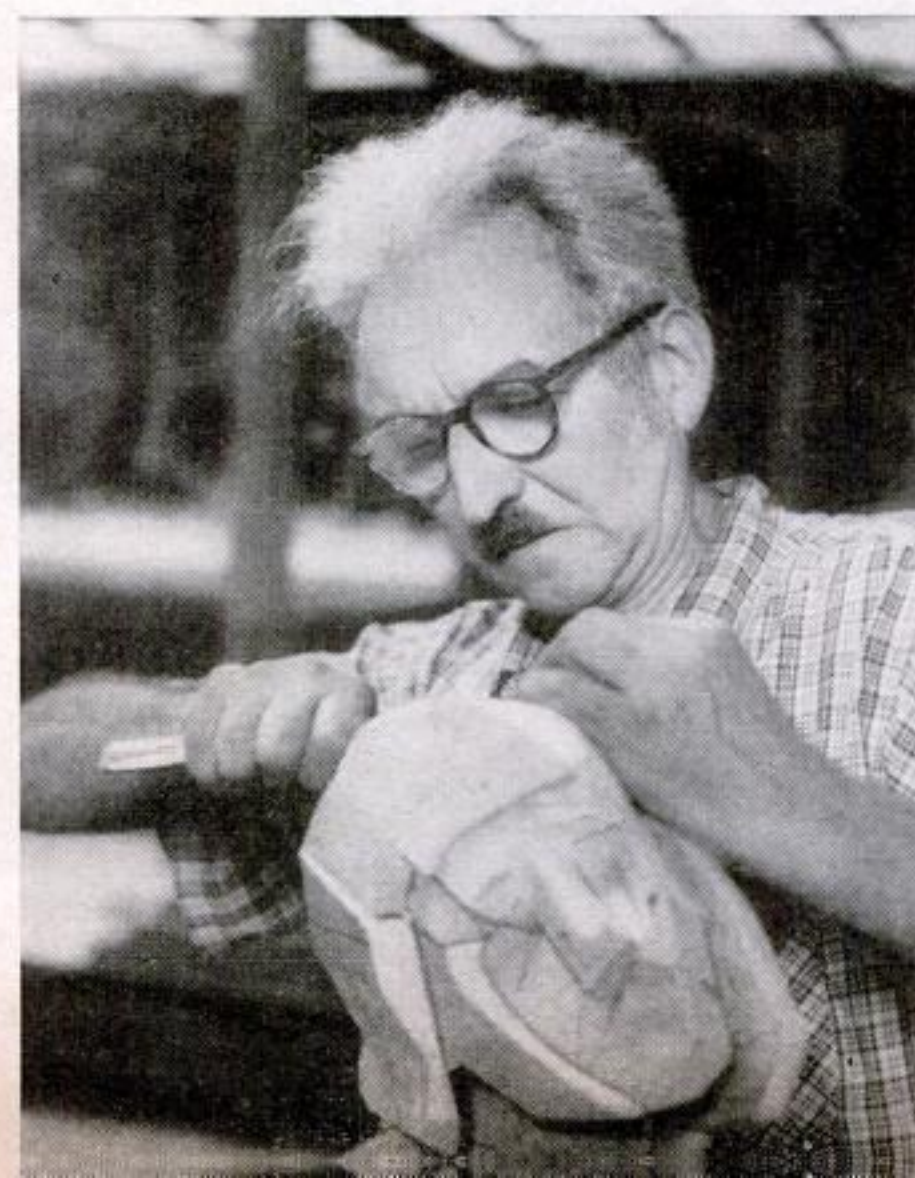
Sculpture for Washington Cathedral is taking shape

Sculptor Heinz Warneke, 60, toils with loving, painstaking patience. Starting on his most ambitious work, a portrayal of the Last Supper for the Washington (D.C.) Cathedral, he first made 50 sketches, then built little models and bigger models. Now in making the full-size model (above), he has chosen a technique that gives him complete freedom to redesign. He

reshapes and reassembles his rough forms from pine slabs until he is satisfied and ready to mold the surface details in Plasticine.

Warneke has already spent almost two years on the work. It will be at least two years more before worshipers climbing up the steep Pilgrim Steps to the cathedral see Warneke's *Last Supper* in granite, high in the portal ahead.

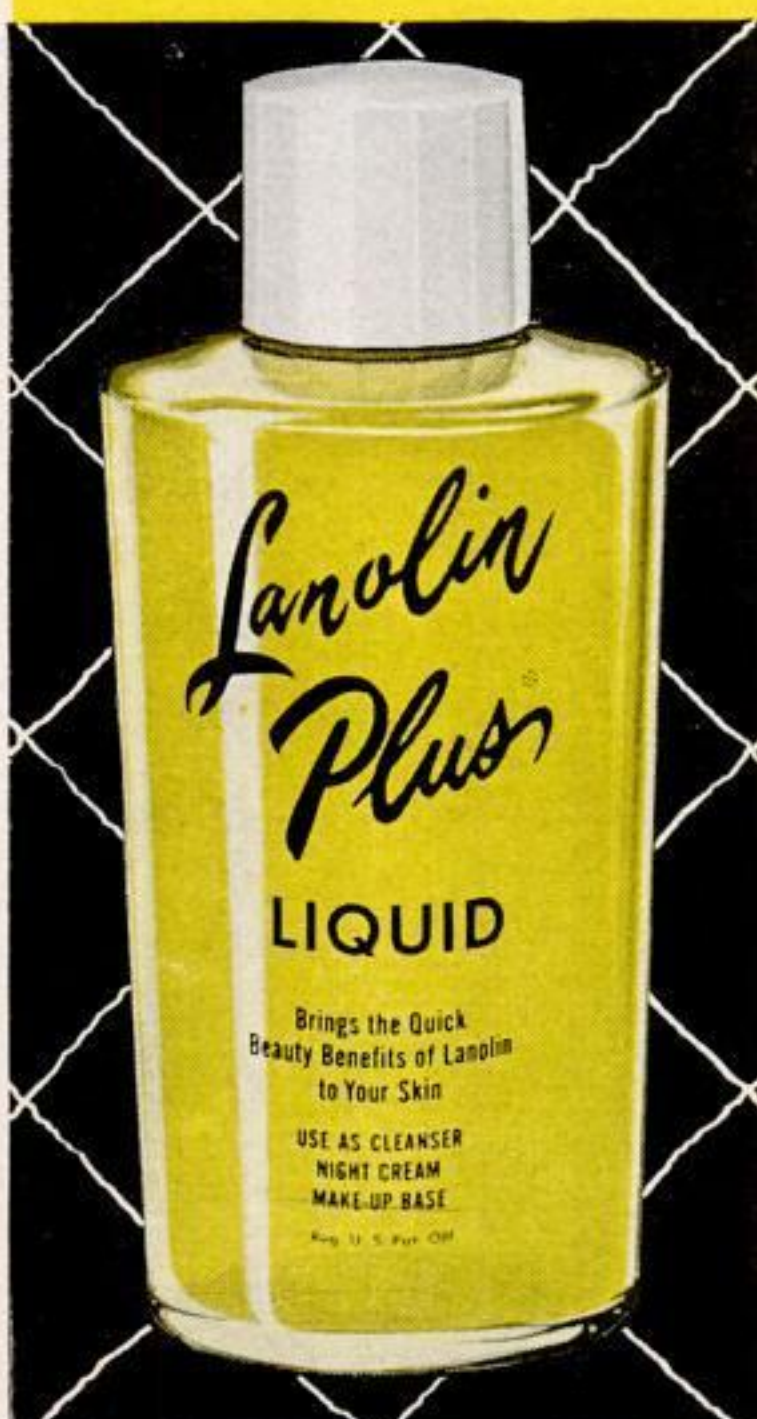
FROM ASSEMBLY OF SMALL PINE SLABS WARNEKE CARVES HEAD OF AN APOSTLE →



How to Get a Softer, Smoother, Younger- Looking Skin Overnight!



Patent-Processed LANOLIN PLUS *Liquid*
Does Wonders for Skin of Any Age



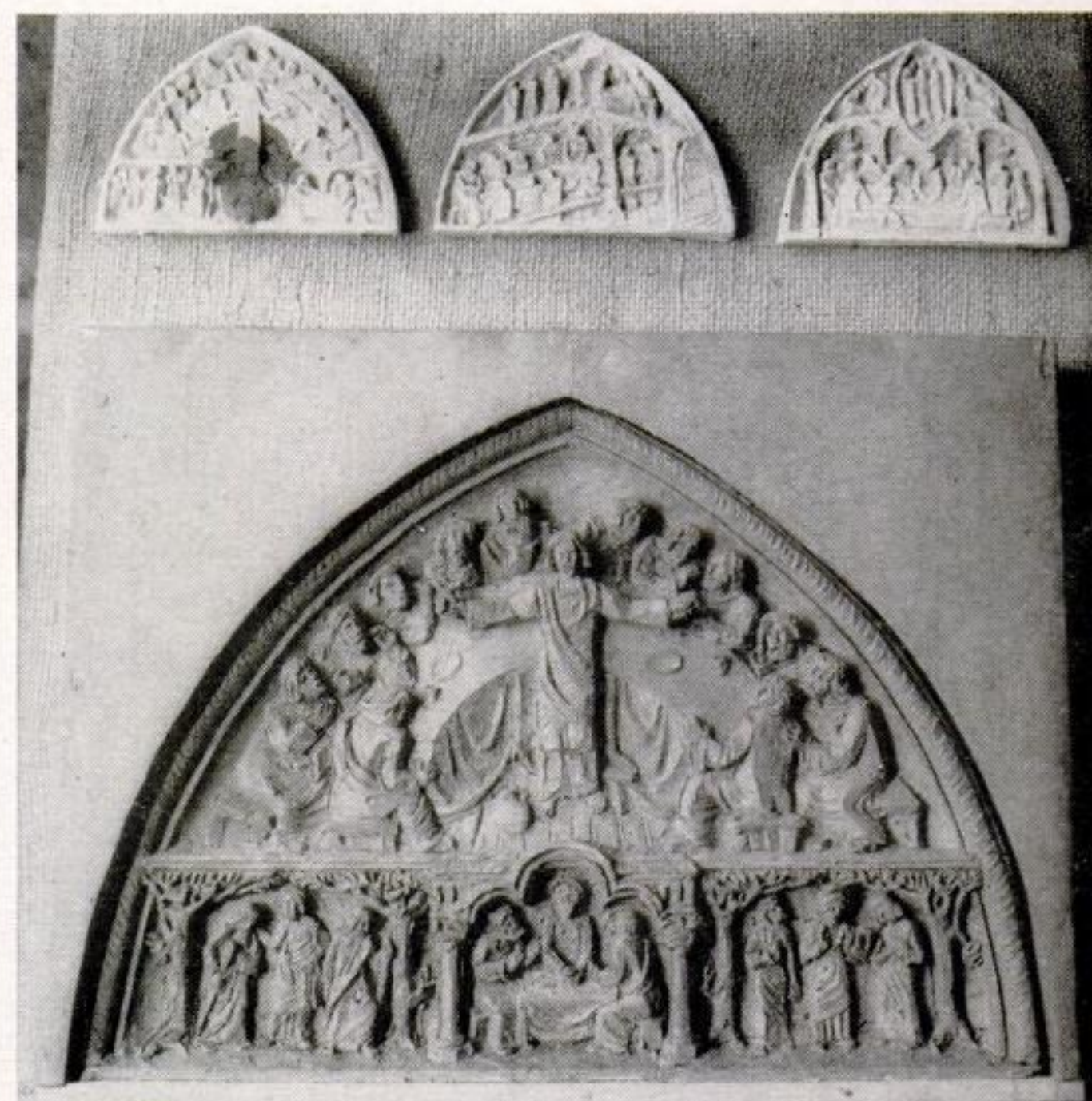
IT is true, and if you haven't tried it, we suggest you do tonight. Apply to your skin a tiny bit of LANOLIN PLUS Liquid before retiring and watch it disappear.

When you awaken tomorrow morning and see and feel your skin, you will believe that an angel had touched your face with a magic wand while you slept. You'll find your skin much softer and oh! so much smoother—a thrill to touch! All skin dryness will be gone and your dry skin worries will be over as long as you continue using LANOLIN PLUS Liquid regularly. It's really amazing!

Your make-up will go on much more perfectly too, giving you a complexion, beautiful beyond words! To make sure you will get the wonderful overnight results described here, get the one and only patent-processed LANOLIN PLUS Liquid. Just \$1 plus tax.

**All LANOLIN PLUS preparations
contain wonder-working
LANOLIN PLUS Liquid**

NEW 'LAST SUPPER' CONTINUED



IN EARLY STAGES Warneke built three scale models. Judges chose one at upper left, which he then enlarged (center) before making full-scale model.



DURING ASSEMBLY of the full-scale model, Warneke experiments with placing of apostle's figure. Over-all work will be 17½ feet high, 12 feet wide.



COMPLETING A HEAD, Warneke defines features in Plasticine. After he finishes, a plaster cast will be made from which granite cutter will work.



Think of the softest... Now, a new gentleness... undreamed-of comfort... the luxury of
a fabric covering that's soft as a whisper. Today, more than ever, it's

Modess... *because*



DANCING DOLLS, part of the chorus line from the Hot Box Cafe, strip down while singing *Take Back Your Mink*. Goldwyn Girls, an institution of the '30s, have brief revival in *Guys and Dolls*.



MARLON BRANDO
AS SKY MASTERSON

'GUYS' DOLLED UP

Rough Runyon diamonds in classy film setting do right by famous musical

Photographs for LIFE by GJON MILI

Showmanship, frequently associated with making a dubious product look good to the public, is rarely employed in lending more gilt to an already gilt-edged property. But in making a movie out of *Guys and Dolls*, the Broadway musical classic that ran two and a half years in New York, old Hollywood Showman Sam Goldwyn has left no stunt unturned. First he paid its producers and authors a whopping million (plus 10% of the world gross) for the rowdy extravaganza. Then, as the oddly assorted rough diamonds that Damon Runyon created, he hired the expensive quartet of stars seen chinning at each other in the drugstore phone booths below. Finally he spent

another fortune rounding up an expert directing, designing, composing and choreographic staff and revived the old Goldwyn reputation for pretty show girls (*see cover*).

All the effort and money—\$5.5 million out of Sam Goldwyn's own pocket since he never has taken outside financial backing for any of his films—has been well spent. Goldwyn's movie *Guys and Dolls*, like its smash-hit stage predecessor, is a stylish, ear-filling movie with some notable surprises in it (*next page*). Fast-moving and often exciting, it should pay off its eminent backer quite handsomely—in the words of the late Damon Runyon himself, a good deal more than somewhat.



JEAN SIMMONS
AS SARAH BROWN

FRANK SINATRA
AS NATHAN DETROIT

VIVIAN BLAINE
AS ADELAIDE

CONTINUED

ROMANCE, ROGUES AND A REVIVAL



TIPSY MISSION BELLE, Sarah Brown, gives Sky Masterson first kiss in nightclub after singing the show's big new number and sure-fire hit, *The Woman in*



Love. Then, after she has dunked her head in a fountain to cool off outside the nightclub where the big fight was held, happy Sarah lights into *If I Were a Bell*.



IN SEWER CRAP GAME (below) Masterson makes a crucial roll of the dice. He has just bet \$1,000 cash against each of his opponents' promise to patronize Sarah's mission if they lose.



"SUE ME!" sings Nathan Detroit (Frank Sinatra) to Nightclub Singer Adelaide, his fiancée of 14 years (Vivian Blaine).

Gambler Nathan is the well-known proprietor of the "oldest established permanent floating crap game in New York."



REPENTANT SINNERS, paying off lost crap game bet by attending Sarah's mission, are led by Nicely-Nicely (Stubby

Kaye) and Benny Southstreet (Johnny Silver) from original *Guys and Dolls* cast in *Sit Down, You're Rockin' the Boat*.

CONTINUED

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'GUYS' DOLLED UP CONTINUED

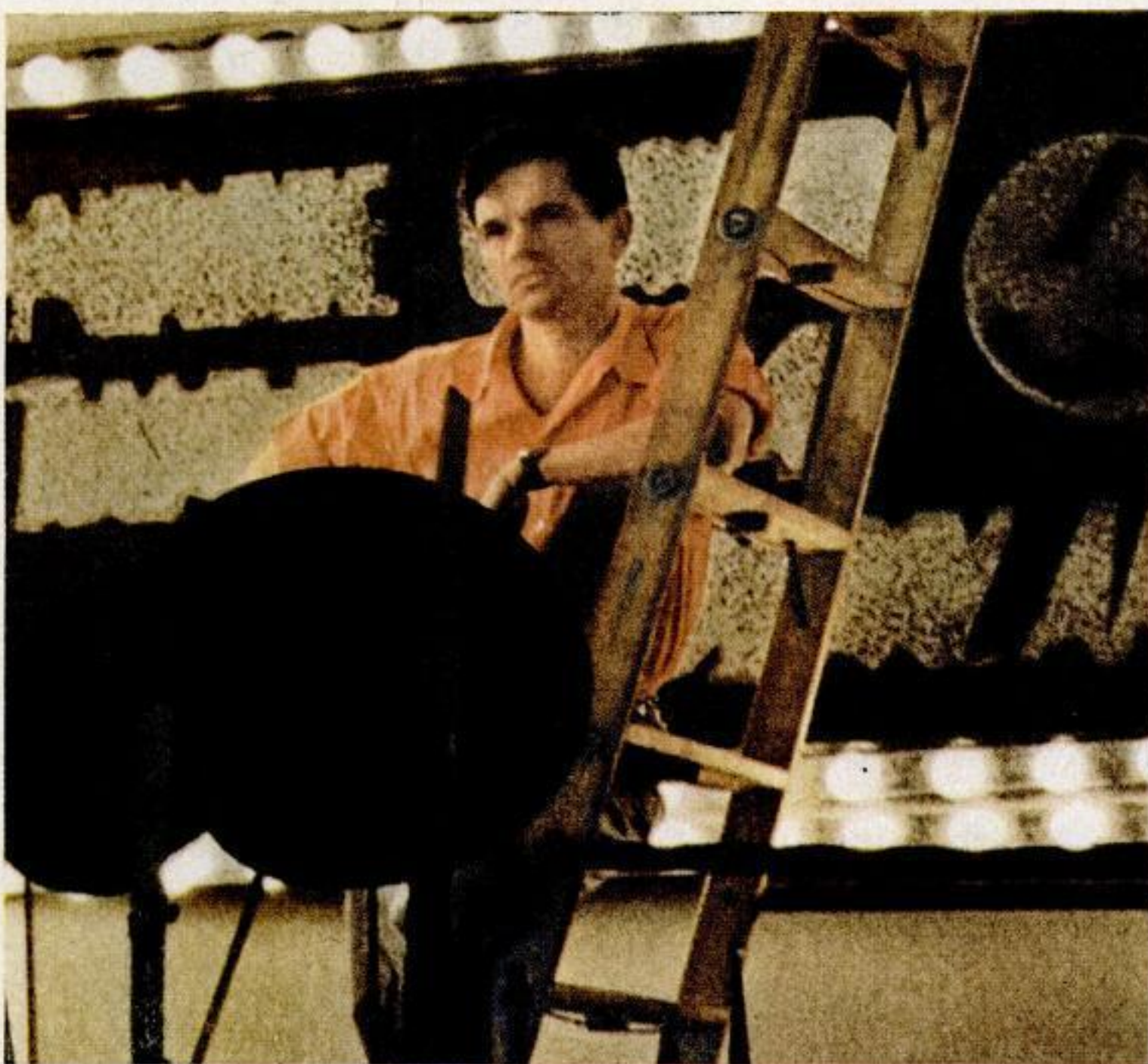
BEHIND THE GUYS

Although Sam Goldwyn proclaimed that his "movie is not going to be any cardboard copy of the Broadway play," he did not exclude top-flight Broadway talent from his production. From the *Guys and Dolls* New York production came Michael Kidd, currently Hollywood's top choreographer. From there too came Composer Frank Loesser to write new songs and rearrange the highly successful old ones he did for the original show. Broadway Set Designer Oliver Smith and Costume Designer Irene Sharaff decorated the production.

But for the head of the team, Goldwyn stuck to Hollywood, calling on Joseph L. Mankiewicz to direct the first musical of his brilliant career. And in spite of the half-real billboard backgrounds that Designer Smith created for the \$250,000 Times Square set seen here, realistic Producer Goldwyn hired a Los Angeles paving firm to lay down genuine Manhattan asphalt streets, then littered them with authentic New York newspapers.



SET DESIGNER OLIVER SMITH
AND COSTUME DESIGNER IRENE SHARAFF



CHOREOGRAPHER MICHAEL KIDD

DIRECTOR JOE MANKIEWICZ →



TWO TROUSER SUITS



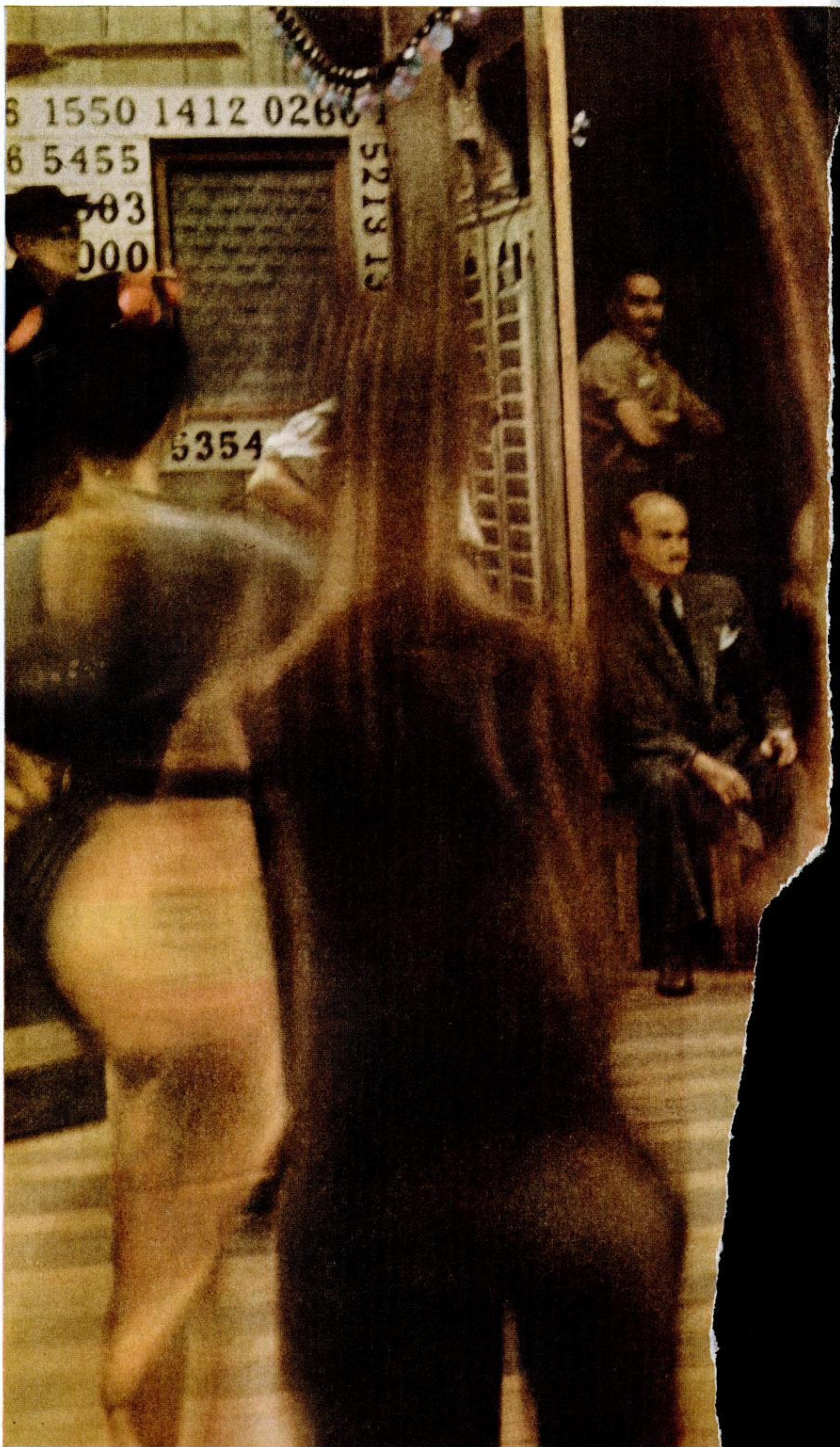
COMPOSER FRANK LOESSER

GOOD SOCKS

IUTS

EMBASSY

'GUYS' DOLLED UP
CONTINUED



**'MR. GOLDWYN IS
ON THE SET'**

Sam Goldwyn kept himself pretty handy to the *Guys and Dolls* proceedings during production, attending to small details and continually visiting sets like the one at right, where he would sit (left of center) and watch endlessly. At this moment he, Costumer Irene Sharaff (upper left, in front of big lottery ticket designs), Director Mankiewicz (hidden by dancer to left of Goldwyn) and Michael Kidd (center) get a first look at the fully costumed dancers going through the whirling Havana nightclub number.



° EAM

SALE



MARY HALE MARTIN suggests 2 quick tricks with Hawaiian pineapple . . .

Libby's Easy-Do Desserts

Libby's Home Economist



Jeweled Melon. What fun to make this beautiful dessert of 5 luscious fruits in a melon ring—it's practically no work at all! Cut slices of cantaloupe $\frac{3}{4}$ inch thick, removing seeds and rind. Fill center with Libby's Fruit Cocktail that has been chilled and drained. Only a fruit cocktail that gives you the finest fruit will do for this show-off dish, so be sure to get *Libby's!*



Peach Hawaiian Shortcake. Easy when you start with a biscuit mix and follow directions for shortcake on the package! Use Libby's Cling Peaches and Libby's Crushed Pineapple for that unusual Hawaiian touch. It really pays to get *Libby's* Peaches—they're picked by hand when they're juicy ripe so they're tender and full of peachy flavor!



Quickie Upside Down Cake. Make it in minutes—with a cake mix—and serve it with beauty—fresh flowers from your garden around the dessert plate! Just melt $\frac{1}{4}$ cup butter or margarine in cake pan, add $\frac{1}{2}$ cup brown sugar and drained slices of Libby's Pineapple. For cake, follow directions on cake mix package. You'll get especially wonderful flavor with Libby's—it's finest Hawaiian pineapple, quick-packed so it's freshest tasting. For delicious Sundaes, top ice cream with Libby's Crushed Pineapple, chilled and drained.

Taste the fresh difference in Libby's
QUICK-PACKED IN HAWAII



BLONDIE YAWNS AS FIVE-MONTH-OLD KAREN ELOISE EVANS HOLDS ON. LOOKING ON ARE HER GRANDFATHER HIPPI, HER MOTHER AND A NEIGHBOR (LEFT)

Living Room Lion

**BLONDIE, A DOCILE 200-POUND TEXAN,
BECOMES A MEMBER OF THE FAMILY**

Blondie is the most lovable lion in Graham, Texas—maybe the most lovable lion there is. Blondie is lovable because at the age of 2 she does not seem to know that she is a lion. She acts as if she were a poodle or, at most, a St. Bernard. Tired, she stretches out lazily in the living room of Charles E. Hipp, an oil-well-drilling contractor who bought her from the Dallas zoo. She gets tidbits at the dinner table. She takes her baths in the family tub and lets the kids climb on her and maul her about. She is a charming animal—but the Hipps may have to hop hurriedly on the day that Blondie finally discovers what kind of animal she really is.

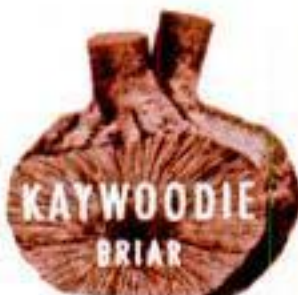


of course he smokes
KAYWOODIE

Flame Grain
KAYWOODIE
Apple — \$10
Distinguished for its
Magnificent Grain

His Kaywoodie is the finest pipe made. Its beauty is rare, indeed, for only the choicest imported briar is worthy of Kaywoodie. The density and close grain assure the world's sweetest, coolest smoke. And Kaywoodie's Drinkless Fitment in the stem completes your enjoyment. This exclusive feature screens irritants, condenses tobacco tars, prevents clogging. That's why your Kaywoodie draws so easily. Treat yourself royally with a Kaywoodie. A regal gift, too.

Send 25 cents for illustrated color Catalog 9 showing Kaywoodie styles, \$3.50 to \$100; gift sets \$7 to \$125.



 **Kaywoodie Pipes, Inc., New York 22**
World's Finest Pipes Since 1851



IN HAPPY HORSEPLAY (except that horses are generally considered safer) Hipp wrestles with 203 pounds of

pure lion. He believes that because of his gentle training methods, Blondie will never "go bad" and claw people.



NIPPING HIP'S HIP, Blondie digs into the cloth. To save his trousers, Hipp had to pry open lion's jaws. When

Hipp fought free and fled the scene, Blondie came bounding after him and slapped his feet out from under him.



COPR. 1955, CARNATION CO.

Never a "watery" custard

when you make it with
BETTER-BLENDING Carnation

Special qualities of Carnation make it blend better than ordinary milk and result in smooth, firm, full-bodied custard always—without fail!

FREE! Mary Blake's new booklet, "Baking Secrets." 8 pages, full color. For your copy write Mary Blake, Dept. LM-95, Carnation Co., Los Angeles 36, Calif. Enjoy, Burns & Allen on CBS-TV, every week.

"FAILURE PROOF" CARNATION CUSTARD

(Makes 6-8 individual custards)

4 eggs
½ cup granulated sugar
½ teaspoon salt
1 teaspoon vanilla
¾ cup water
1½ cups (large can)
undiluted Carnation
Evaporated Milk



Beat ingredients to mix well. Pour custard into 6-8 baking dishes; sprinkle with nutmeg. Put dishes in 2½" deep pan; pour water around custard dishes.



Bake custards in moderate oven (350°F.) 40-45 minutes, or until knife inserted in custard comes out clean. Remove custards from water and cool.



"from
Contented
Cows"

For better results at less cost, cook with Carnation—THE MILK THAT WHIPS!

Now, your choice of color ...in the Royal Portable!

Sport coats, telephones, houses, refrigerators and now Royal Quiet De Luxe® Portable Typewriters give you the chance to express your personality in color.

And think what fun it's going to be to get better marks in school when you type your work on one of these gorgeous new Royals... the Standard typewriter in Portable size. Educators tell us that marks go up when work is typed. The work looks neater... is easier to read and grade. Spelling improves. Sentences become sharper and clearer.

You pay only \$9.95 down. 18 months to pay the balance. Liberal trade-ins at your Royal Portable dealer's. *Remember: More students want Royal Portables than the next three makes combined.**

*Based on a nationwide survey among more than 4000 high school students of both sexes living in 30 cities located in 22 states.



Now in color—the new rugged **ROYAL®** portable

Royal Typewriter Company, Division of Royal McBee Corporation

JUNGLE QUEEN IN HER TUB



HER PELT PELTED by the shower, Blondie stands in tub as Mr. Hipp adjusts stream of water. To avoid shock she is given lukewarm water in her bath.



GUSTATORY DELIGHTS come in the tub. Hipp uses Tide to wash the lion, and Blondie, who loves a good detergent, licks it off and gulps it down.



THOROUGH DRY-OFF also seems to please the lion. After she has been rubbed down by towel, she is walked in the sun until she is completely dry.

CONTINUED



Make all the storm sash for a 6 room house in one weekend

Reynolds Do-It-Yourself* Aluminum Sash Sections with New Corner Locks Make Job Faster and Easier — Make Stronger, Better Looking Storm Sash

You literally *snap* this new type of Reynolds Do-It-Yourself Storm Sash together . . . yet they fit more perfectly, are much stronger than ever before. With a little quickly gained experience you can complete a storm sash unit in half an hour. Light weight, non-rusting, never need painting.

Interchangeable with Screens

The new Reynolds Do-It-Yourself Storm Sash materials are a perfect match with screen framing members. Build your larger storm sash in two panels and have the convenience of replacing only the lower section of storm sash with handsome aluminum screens in the Spring.

Your Reynolds *Do-It-Yourself* Aluminum dealer has complete storm sash and screen materials plus *free instructions* for building.

Look for this rack at your dealer's!

SEE your hardware or building supply dealer for complete instructions and materials. . . . He will help you determine your materials needs — he has a library of plans for all kinds of *Do-It-Yourself* Aluminum uses.

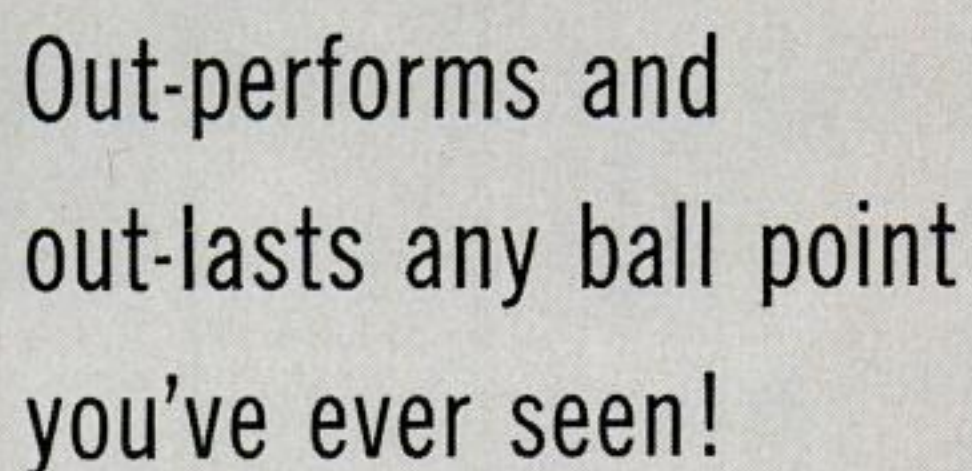


Also available in Canada

**REYNOLDS
DO-IT-YOURSELF
ALUMINUM**

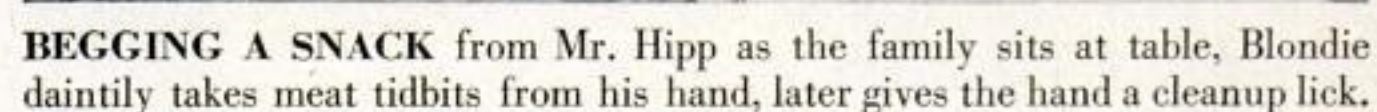
*T. M. Reynolds Metals Company

REYNOLDS METALS COMPANY, 2500 South Third Street, LOUISVILLE, KENTUCKY

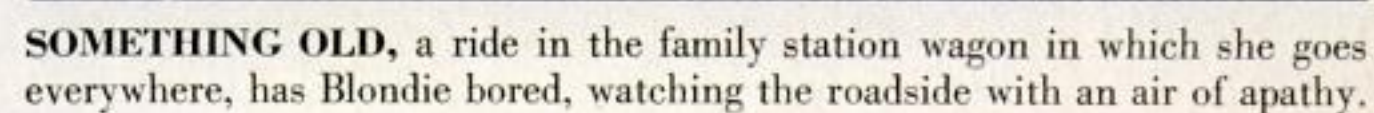
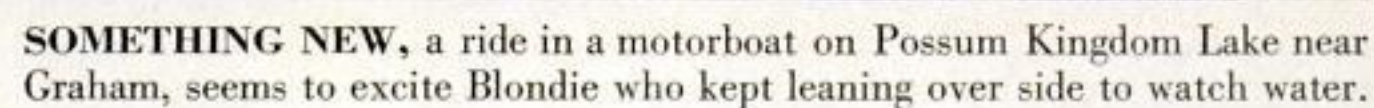


Parker Jotter BALL POINT PEN \$2⁹⁵

A Jotter can write it all without reloading.



Blondie came to the Hipp home as a 12-pound, month-old cub so that the normal shock that prevails when lions enter a neighborhood was fairly subdued. She had a chance to grow gradually upon the folks. Nowadays mothers pay no attention when their children play with the lion in the Hipps's yard. But when Blondie roars they rush out and call the children in. Not that they worry about her getting angry, but they have learned that when Blondie roars it is going to rain.





Nocturne by Chicago's Pump Room

Gown by Jane Derby

Star Chief Catalina by Pontiac

Body by Fisher

Originators of such popular innovations in motorcar design as the trend-setting *panoramic windshield*, the *hardtop* and other famous Fisher Fashion Firsts found only on General Motors Cars: CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC





T729 — GREY MULTI



T724 — SKY BLUE



T718 — YELLOW



T720 — PINK



T728 — CHARCOAL MULTI



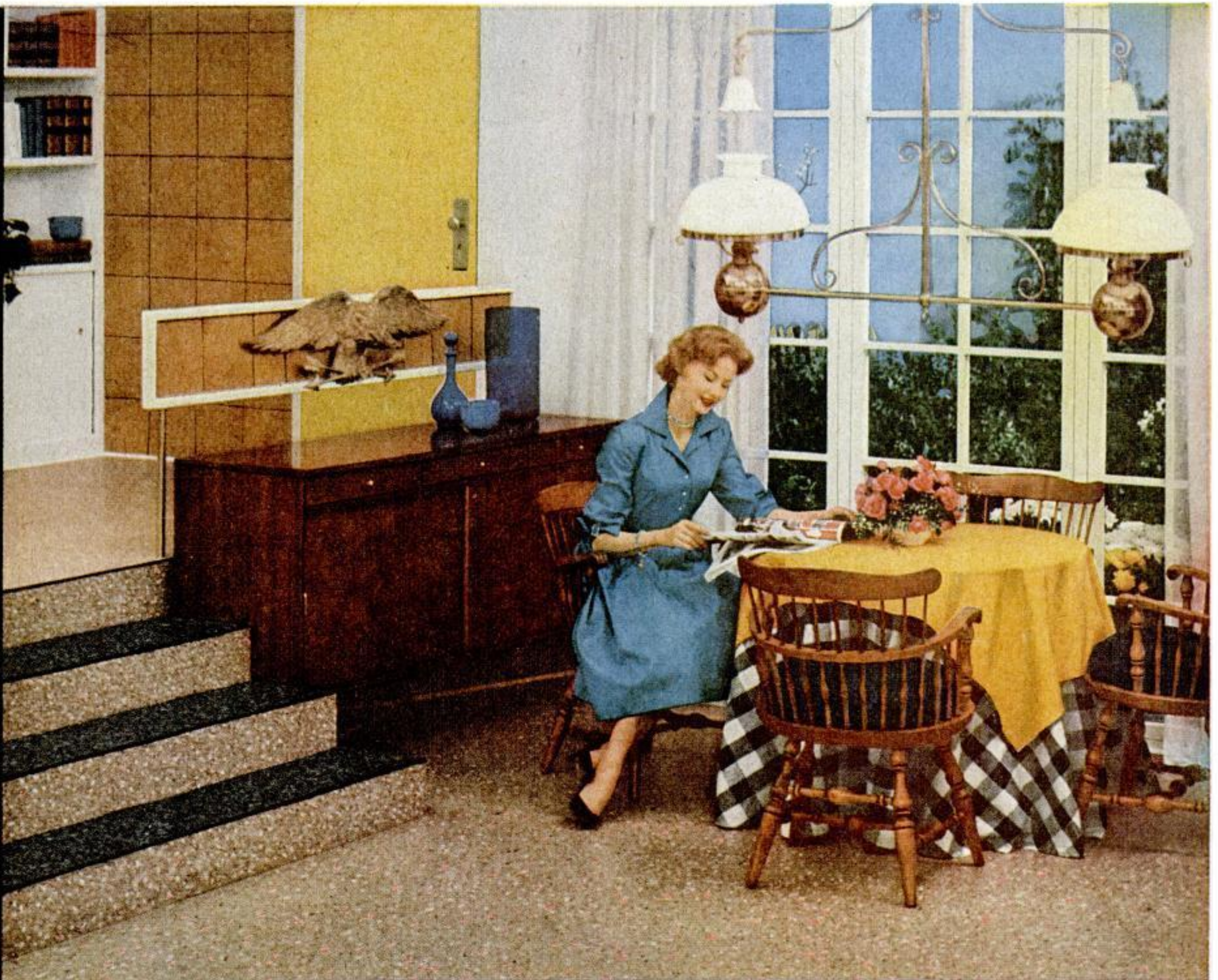
T727 — WHITE



T722 — MIST GREEN



T730 — BEIGE MULTI



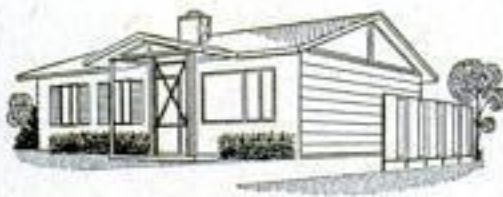
"SEQUIN" — ITS COLOR-FLECKED PATTERNS KEEP FOOTMARKS A SECRET. 16 TO CHOOSE FROM. (Floor: MOCHA T723 Steps: GUN-METAL GREY T721)

GOLD SEAL "SEQUIN" INLAID LINOLEUM

FILLS YOUR ROOMS WITH

"INLAID SUNLIGHT"

VISIT YOUR



COMMUNITY



OPEN HOUSE
September 10-30

"Inlaid Sunlight" is Gold Seal's own exclusive way of building into inlaid linoleum lustrous colors that can keep your rooms bright and cheery during the grey winter days ahead . . . and for years and years to come.

And "Inlaid Sunlight" is just one of many reasons why, when you buy Gold Seal, you're buying the finest. Only Gold Seal Inlaid Linoleum gives you these 3 other exclusive features:

1. Patented SuperFlex* backing that saves installation cost of extra lining

felt. 2. The Gold Seal guarantee of complete satisfaction or your money back. 3. The exclusive ABC Credit Plan that lets you buy the finest for as little as \$5 a month.

For inlaid linoleum that is more resilient, more comfortable, longer-wearing, smoother and easier to clean, be sure to see Gold Seal "Inlaid Sunlight" Linoleum patterns soon at your Gold Seal dealer's. He's listed under "Linoleum" or "Floors" in your classified phone book. See him soon.

FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN . . .





AT BREAKFAST WITH OTHER VOLUNTEERS JOHN MEYER SCRUPULOUSLY LAPS UP DROPS OF GREASE FROM PAN IN WHICH IRRADIATED BACON WAS COOKED

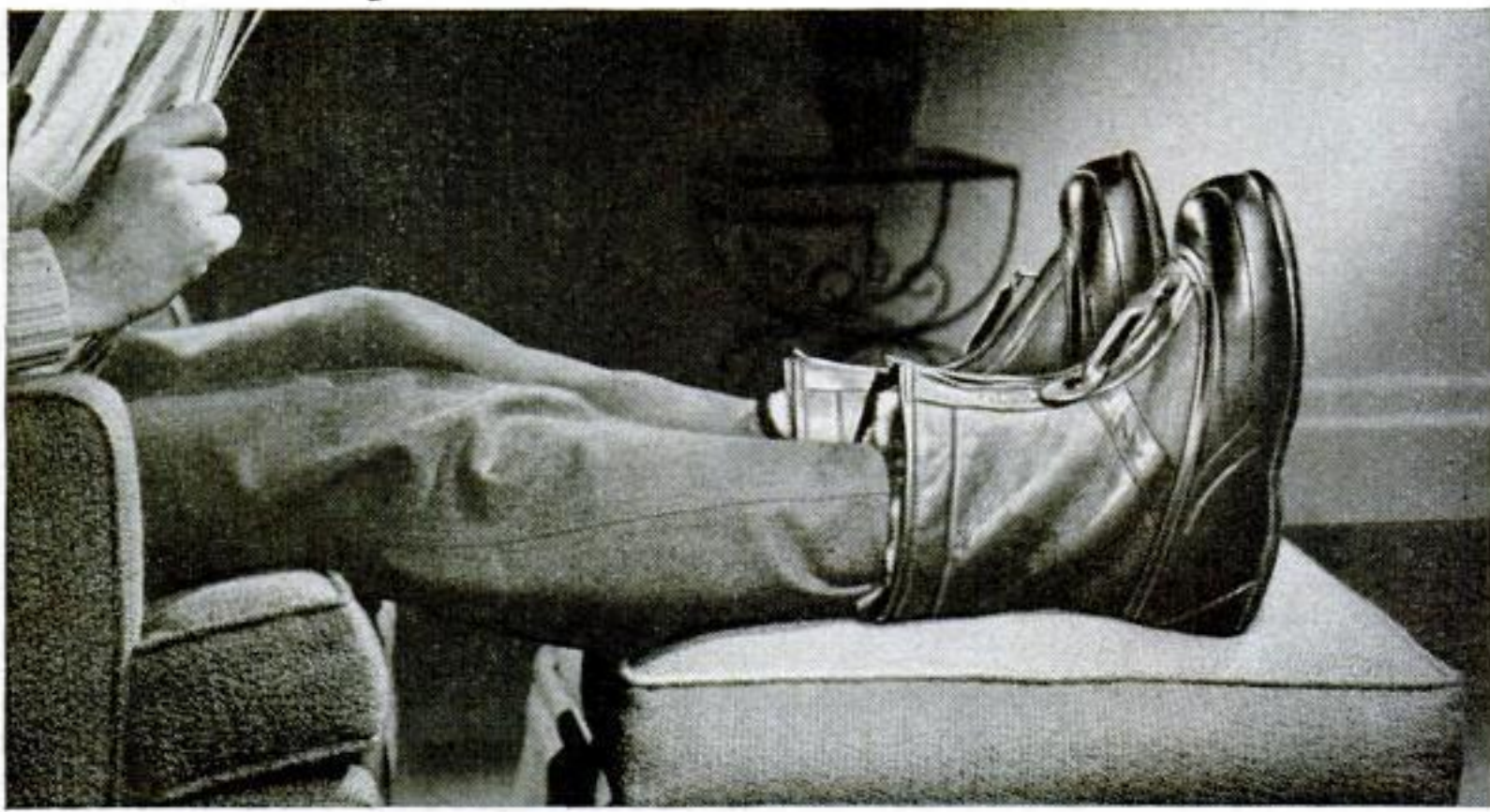
CONSCIENTIOUS EATERS OF ATOMIC DIET

Military objectors lick their platters clean in a clinical test of food preserved by nuclear radiation

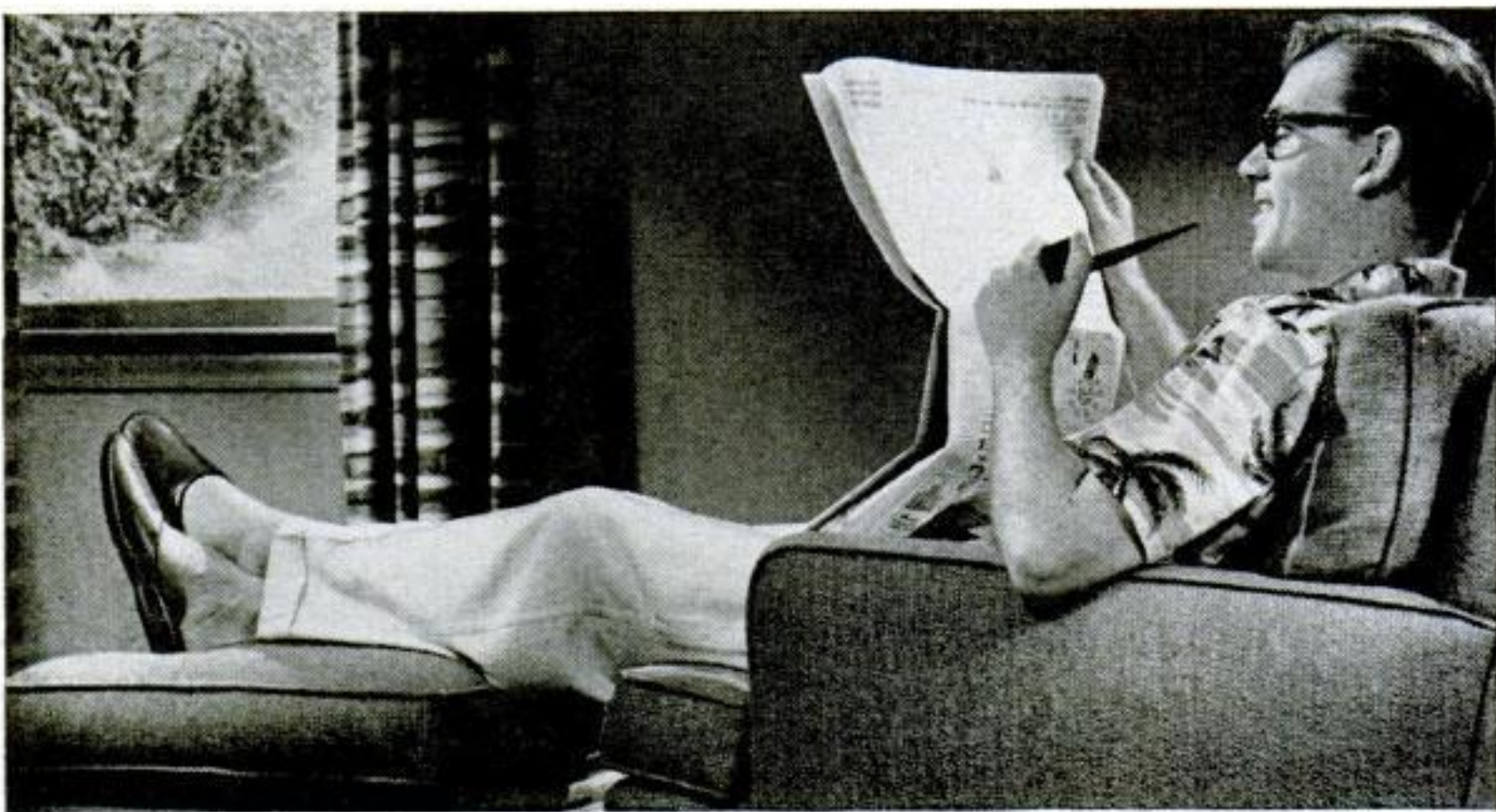
Licking their platters and skillets clean, six crew-cut young men at Fitzsimons General Hospital in Denver have been thriving on an atomic age diet. The young men, all conscientious objectors to military service, are volunteers helping doctors discover the nutritional value and the possible dangers there may be in food that has been preserved by nuclear radiation. Since every ounce of the irradiated food is painstakingly measured, the test subjects must eat every edible drop or crumb left on the utensils.

So far, frequent medical examinations of the six subjects have uncovered no harmful effects from their atomic diet, a result that matches conclusions previously reached in extensive tests with animals. While some foods, such as gelatine and strawberries, do not seem to stand up well under radiation, most others are preserved for months by the sterilizing action of the rays. Medical proof that the process is harmless to eaters would open the way for commercial use of atomic preservation processes.

why have **COLD FEET?**



GET "HEAD-to-TOE" COMFORT



with a **DUO-THERM "LIVING LEVEL" HEATER**

When you have **drafty, cool rooms**, cold ankles, chances are the heat is just drifting to the ceiling, and staying there. That's expensive, unhealthy, and unnecessary.

A Duo-Therm Oil or Gas home heater with Power-Air blower puts this lazy ceiling heat to work warming you from ankles to ears—warms the house, room to room. Exclusive Automatic Power-Air brings heat down to the "living level". Circulates it by force to far corners. Saves you as much as 1 gallon of fuel oil out of 4.

Duo-Therm oil home heaters with exclusive *Dual Chamber Burner* give you clean quiet heat—*more* heat from every drop of oil. Electric SELF-Lighter (optional) lights the fire, starts heater, then shuts itself off... automatically. Automatic thermostat available at low extra cost.

There's a wide choice of models at your Duo-Therm dealer's, from \$64.95.* Take your heating problem to his *free* heating clinic.

Fully Automatic Oil or Gas Home Heaters

There's a Duo-Therm size and style gas or oil model that's exactly right for your home. Wide choice includes the handsome period-design Windsor Oil model, with modern Fruitwood finish. Optional with SELF-Lighter, Automatic Power-Air, Thermostat. 50,000 BTU output. Listed as standard by Underwriters' Laboratories. In Gas, Windsors are available with All-In-One Control, Automatic Power-Air, Thermostat. 55- or 66,000 BTU input. Lustrous Platinum or Fruitwood finish. Approved by American Gas Association.

*Prices slightly higher in West and Canada



Nearly 3,000,000
warmly satisfied customers

DUO-THERM *Always the Leader*

Division of Motor Wheel Corp., Lansing 3, Mich.

Manufacturers of Duo-Trim Power Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators.

© 1955

Conscientious Eaters CONTINUED



WEIGHING BREAKFAST, Dietician Virginia McGary spoons out precise portions of irradiated cereal from the tin can in which it came to hospital.



SLURPING CEREAL, James Preheim empties his bowl. Like other conscientious objectors, Preheim must serve two years before resuming civilian life.



LICKING FINGER, George Smith employs time-honored maneuver, using hands to wipe out pan and save his face from becoming smeared with grease.



every family has men who'd like Hanes

Tiger or tot size, Hanes is something to roar about!

Hanes underwear is long-wearing, shrink-resistant and—pounce on this news—you save money on every Hanes shirt, short or T-shirt you select.

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is made from highly absorbent, long-staple cotton. And . . .

- knitwear is treated to stay whiter than white
- stress points are reinforced with Nylon
- heat-resistant elastic gives added washability
- all shorts are Sanforized
- the Givvies shorts are cut on the bias to g-i-v-e

You can't growl over these prices: T-shirts, \$1 (boys', 75c). Givvies shorts, \$1 (boys' boxer shorts, 65c to 69c). Look for that famous red label at your dealer's today. If he doesn't have Hanes, he can get it for you. Remember, to get more than you bargained for, be sure the name's . . .



P. H. HANES KNITTING CO., WINSTON-SALEM 1, N. C.
Canadian manufacturer and distributor, C. Turnbull Limited, Galt, Ontario

It's new! It's wonderful! ... and it's yours
for 10-day home trial!



Announcing
the new

EUREKA

SUPER
Roto-Matic
with Zip-Clip Swivel-Top

and spectacular 4-wheel



NO DUST BAG TO EMPTY!
Zip the Clips . . . top opens
Instantly— to remove
and throw away the paper dust bag.

Mail Coupon at once for
10-DAY HOME TRIAL:

EUREKA WILLIAMS COMPANY
Division of Henney Motor Company, Inc.
Bloomington, Illinois.

Yes, without obligation I am interested in your special 10-DAY HOME TRIAL OFFER. Please send me name of my nearest Eureka dealer.

☐ I prefer to see the new Eureka Super Roto-Matic

☐ I prefer to see the famous Eureka Super Automatic

Name _____

Address _____

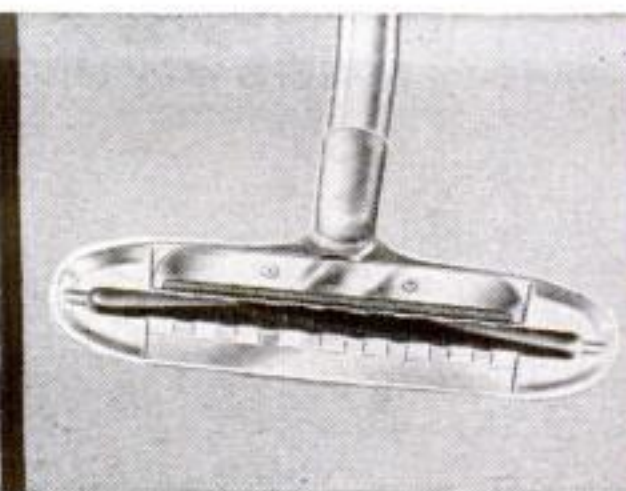
City _____ Zone _____ State _____



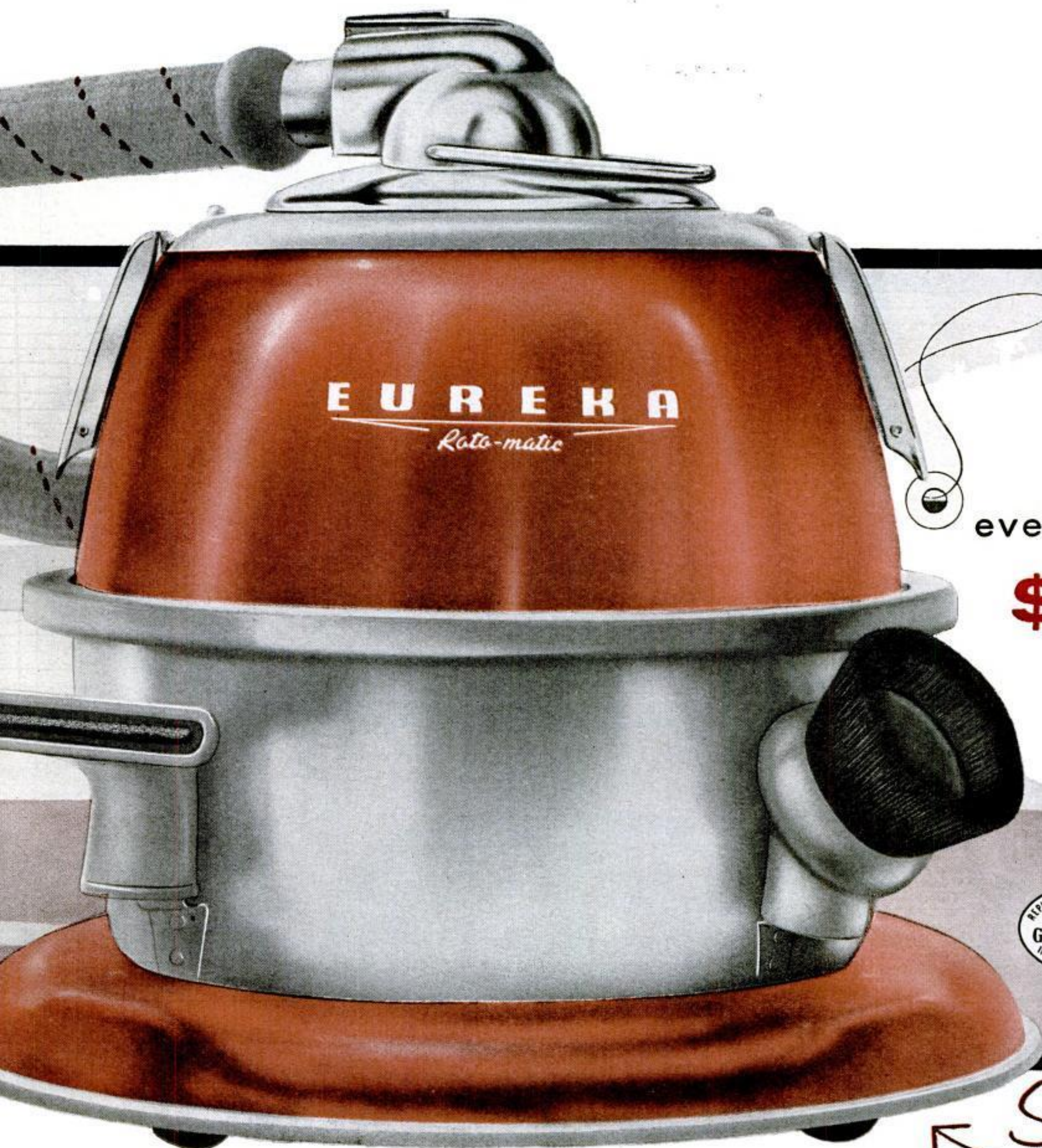
EASY-ACTION SWIVEL-TOP
Cleans all over from one position.
Clean a whole room without once
moving cleaner.



EXCLUSIVE ATTACH-O-MATIC
CLIP-ON TOOLS and electric cord
clip to cleaner's side—no carrying or
storage problem.



FAMOUS EUREKA "3-D" Rug
NOZZLE with long "floating" brush
removes lint, hair and threads. Cleans
all 3 ways—front, back and at ends.



and
ever so easy to own!

\$69⁹⁵

Complete
with
deluxe tools

Rated No. 1 Best Buy!



Special Introductory Offer!

For a limited time only . . . the sensational new Roto-Dolly (a \$10.00 value) FREE with your new 1955 Eureka Super Roto-Matic. See your Eureka dealer today!

ROTO-DOLLY

NO LIFT! NO CARRY!
Rolls easily from room to room on its 4 rubber, swivel, ball-bearing wheels. Won't tip, or mar highly polished floors.

EASY TO ATTACH
Just set the Roto-Matic cleaner on the Roto-Dolly—spring clamps lock securely. Releases in a jiffy!



VINYL RUBBER



SUPER POWERED new 650-watt, full ¾ HP motor creates more powerful suction to clean faster, clean better. Far more suction at nozzle than other cleaners.

MIRACLE SHAG RUG TOOL agitator action combines with super-suction to clean cotton shag rugs easily, quickly. Optional, only \$1.00

Specially designed for carpets and large rug areas

Introducing the new
EUREKA
Super Automatic
with
motor driven dirt disturblator

**IT BEATS! IT SWEEPS!
IT SUCTION CLEANS!**

all in one automatic action.
No Dust Bag
To Empty!

Only
\$89⁹⁵ Tools Available

You Save \$30 to \$40 Over
Comparable Cleaners

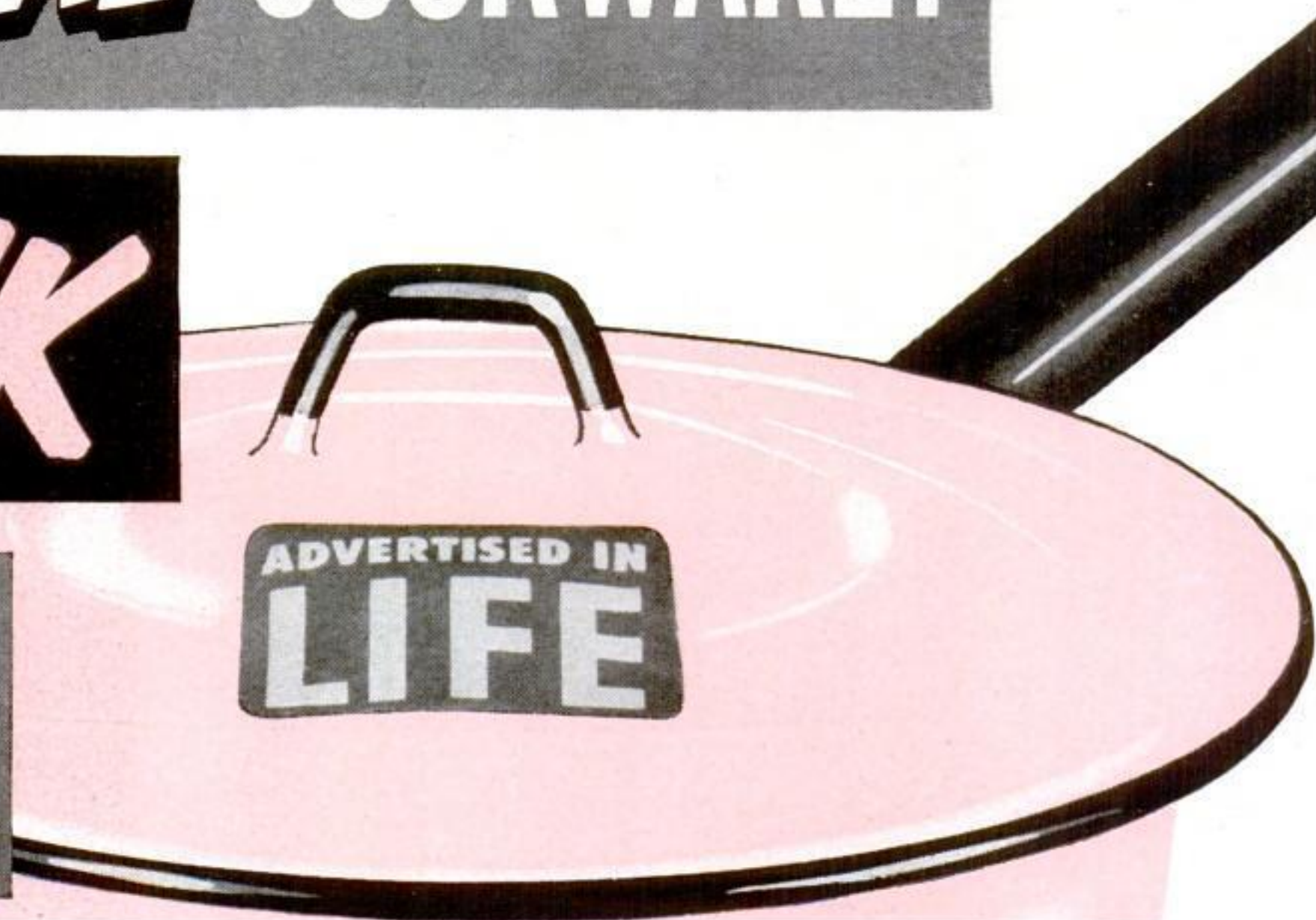


EUREKA WILLIAMS COMPANY, Division of Henney Motor Company, Inc., Bloomington, Illinois
In Canada: Onward Manufacturing Company, Ltd., Kitchener, Ontario

Fabulous **FEDERAL** COOKWARE!

Fabulous **PINK**

Fabulous PRICES



99¢

(2 QT. SAUCEPAN
WITH COVER)



Easy-to-clean PORCELAIN ENAMELED WARE!

Now, have the year's most fashionable cookware color — PINK — and have it at low prices you thought were *out* of fashion! Now, cook, serve, store in the same pot — yet pay *less* than you ever believed possible. No other cookware is so easy-to-clean *completely* — so sanitary. Yesterday's flavors never stay for today; even your most delicate sauces will be cooked to perfection. The price will never be better . . . the color is *right* — and *permanent*. See Federal Vogue PINK enameled ware today!

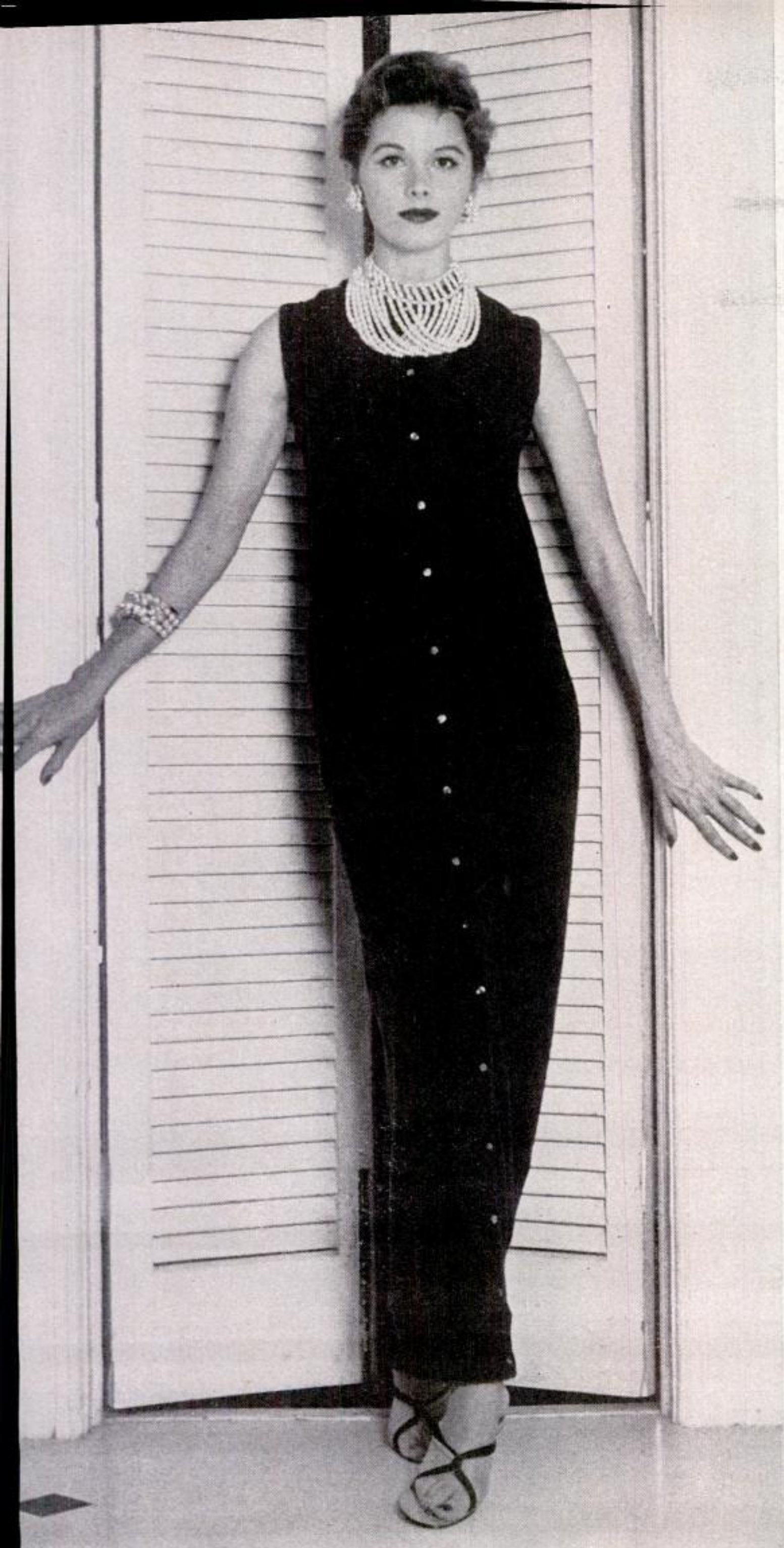
AT YOUR FAVORITE
HOUSEWARES COUNTER



FEDERAL ENAMELING AND STAMPING CO.

Windsor shape Open Sauce Pans. Set of three, 3/4, 1, 1 1/2 qts. . . . 1.49	Percolator with aluminum inset. Generous 8 cup size. 1.69	8" Fry Pan. Easy to clean and so attractive to hang on wall 99c
Pudding Pan with rolled rim. 1 3/4 qt. size . . . 49c, 3 1/2 qt. . . . 59c	Flavor-Saver Covered Pots. Handy 3 3/4 qt. size . . 1.49, 5 3/4 qt. . . 1.79	Oval Dish Pan, 9 1/4 qt. size . . . 1.39 Round, 8 3/4 qt. 1.19 — 11 1/2 qt. 1.39.
2 qt. Tea Kettle (wood grip) . . . 1.49 Family-style 5 qt. size 1.98	Combination Cooker. You can use it five different ways. 2 qt. 1.89	

Prices may vary slightly according to location



SLEEVELESS CARDIGAN with ribbing down around the ankles (Westwood-Gernreich, \$80) is worn with a showy bib of pearls and rhinestones (Arpad, \$75).

Sweaters Reach to the Floor

ELONGATED KNITS SHOW UP AT HOME

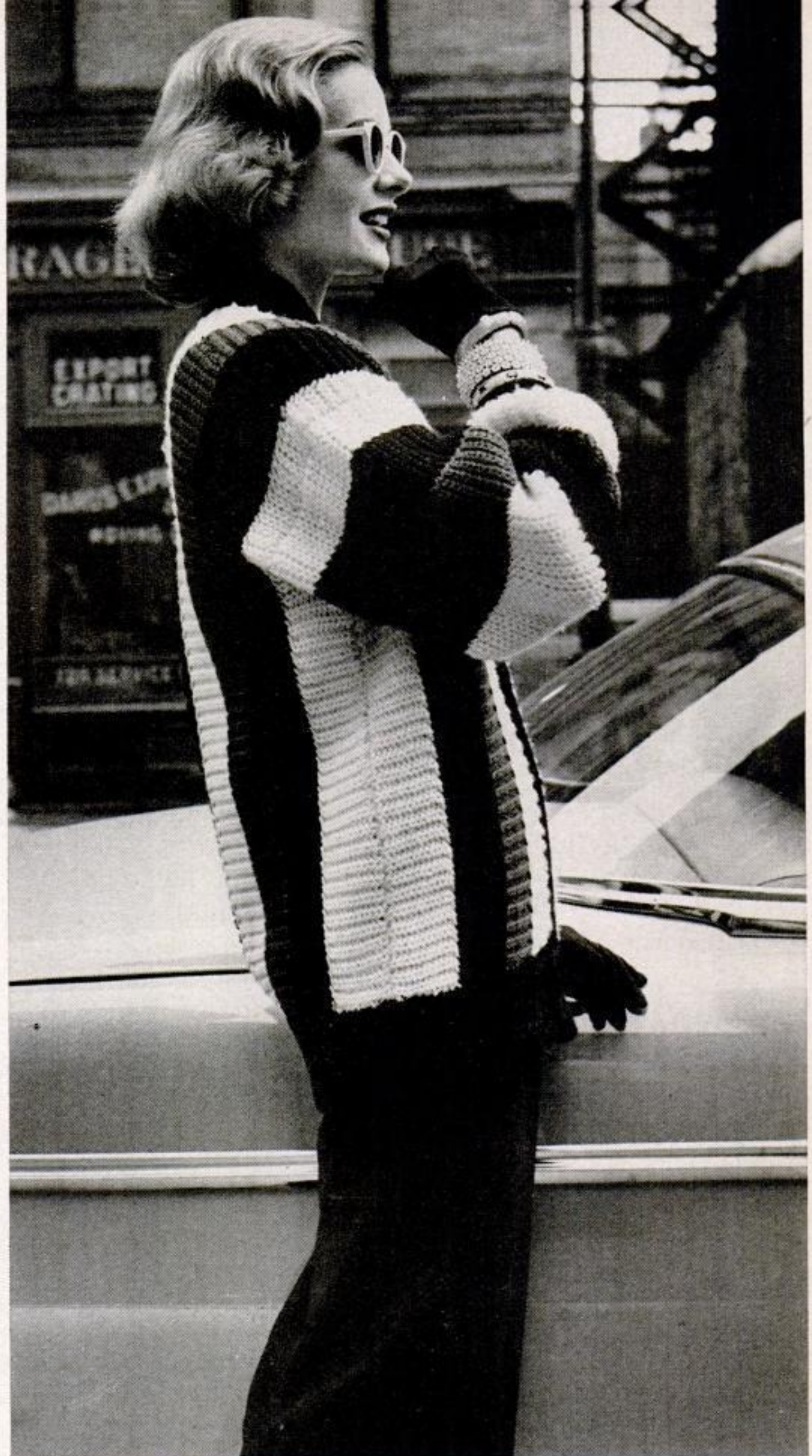
The staple woolen sweater is turning up this season in some surprising new shapes and guises. The most startling sweater is the floor-length evening dress which is made by elongating a cardigan (*above*) or pull-over (*right*). These comfortable sweater dresses are worn mostly for entertaining at home as a change from the familiar at-home pants. They also provide a way of showing off a bathing suit figure in midwinter. In addition to these skinny indoor styles, the bulky sweaters popular on football benches in the '20s are appearing as top-heavy fall wraps (*next page*).



CHECKED PULL-OVER made of snug-fitting knit (Westwood-Gernreich, \$90) has season's new high waistline tied with a long trailing chiffon sash.



HEAVY KNIT JACKET copied from oldtime coach's sweater is worn over wool sheath as cocktail outfit (Jack Horwitz, \$75). Rhinestone buttons give it flash.



OUTSIZED RIBBING in loud stripes makes a baggy hip-length pull-over with V neck and loose sleeves (Geist & Geist, \$25). Sweater is called "The Monster."

DARK STRIPES are used for an informal floor-length sweater dress (Claire McCardell, \$45) which has a bare clinging top cut exactly like a bathing suit.



Can you name the glassware you use most often?



• Newest Anchorglass dinnerware—"GOLDEN ANNIVERSARY"—banded in 22 K gold!

The name is sure to be

Anchorglass

for 50 years

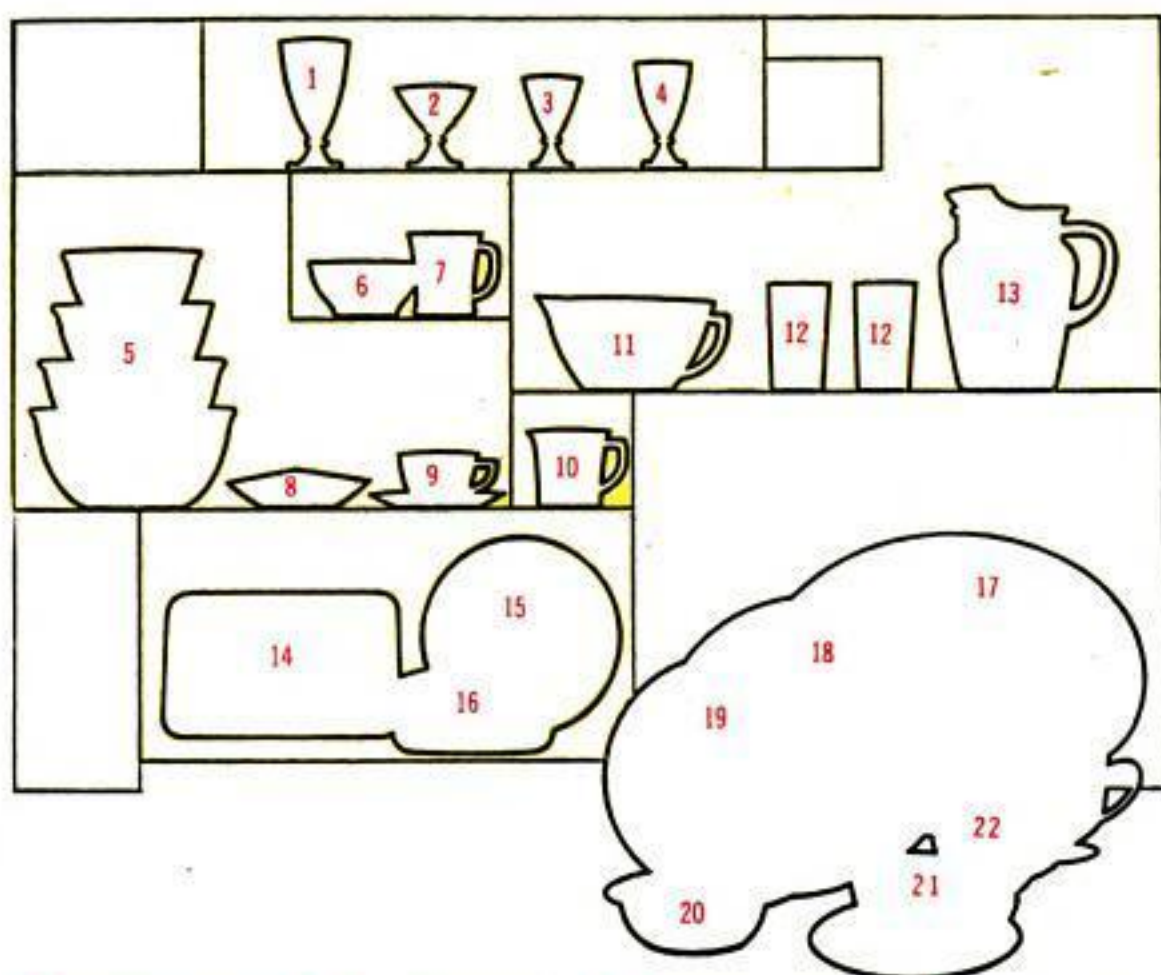
the most famous name in glass!

Recognize these pieces of Anchorglass? Chances are many of them are in your own home. Recognize the low, low prices? Not a single item on this page costs more than 69¢. Yet each is the finest of its kind, designed to give you years of proud and satisfying service.

Why is it possible to get such good styling and such value at these prices? Because Anchorglass is made by the largest manufacturer of household glassware in the world—with an output of millions of pieces a day. Such volume means savings—savings Anchorglass passes on to you. Take advantage of them every time you shop for glass.

PRODUCTS OF THE ANCHOR HOCKING GLASS CORPORATION • LANCASTER, OHIO

*Prices may vary slightly in different sections of the country.



1. 9 oz goblet 15¢. 2. 6 oz sherbet 15¢. 3. 3½ oz cocktail 15¢. 4. 4 oz juice or wine 15¢. 5. set of 4 mixing bowls 98¢. 6. soup or cereal 10¢. 7. 8 oz coffee mug 10¢. 8. 4½" ash tray 10¢. 9. 8 oz cup and saucer 20¢. 10. 8 oz Fire-King measuring cup 25¢. 11. Fire-King batter bowl 29¢. 12. 11 oz decorated tumbler 10¢. 13. decorated ice lip pitcher 69¢. 14. Fire-King utility baking pan 49¢. 15. Fire-King 9" pie plate 29¢. 16. Fire-King 1½ qt. casserole 69¢. **GOLDEN ANNIVERSARY—**17. platter 59¢. 18. dinner plate 29¢. 19. soup plate 25¢. 20. dessert dish 2 for 25¢. 21. cup and saucer 25¢. 22. sugar and creamer 39¢.

New Norge Dual-Automatic Washer

automatic

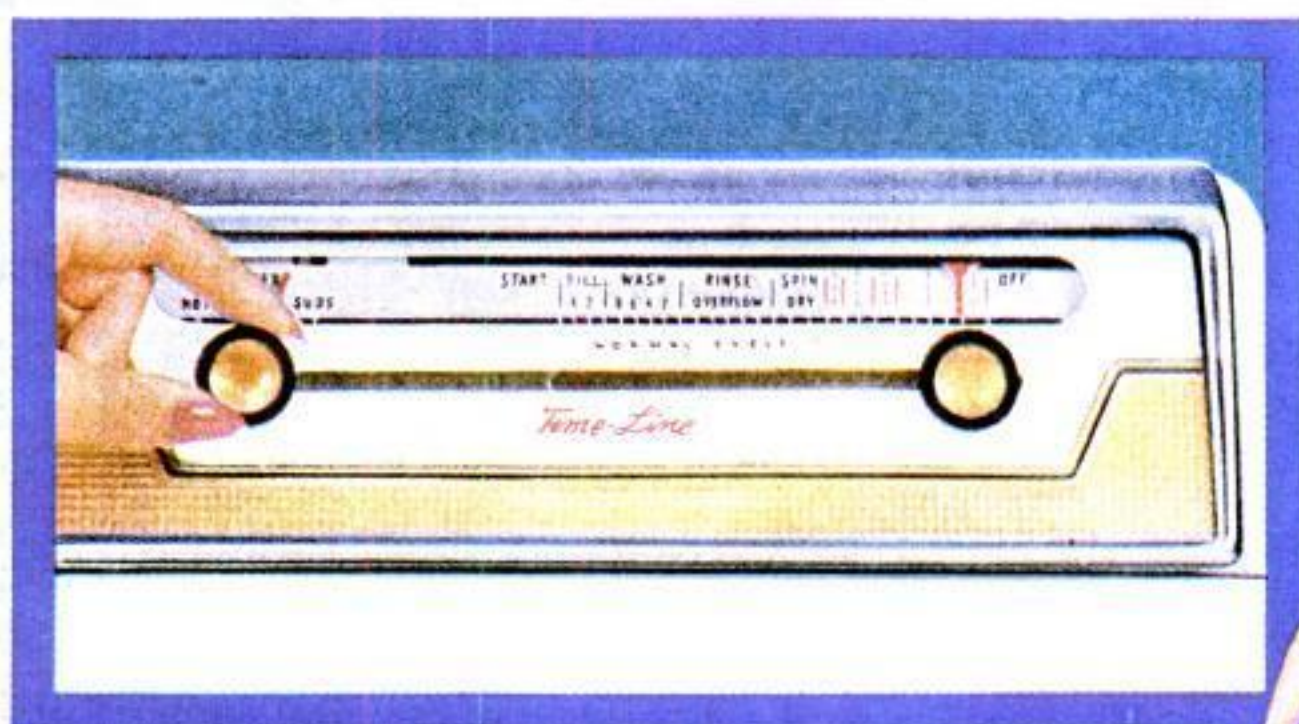
NEW dual TIME-LINE CONTROL makes Norge Washer MOST AUTOMATIC OF ALL!

Here are all the things you've wished for in an automatic washer . . . now they're a Norge wash-day wonder in your own laundry. Save work, time and money because you save suds, hot water and waiting—but most of all you save clothes. Norge's dual-cycle action does everything in the family

wash exactly as it should be washed. Takes nothing out of your clothes but the soil, and does that to perfection.

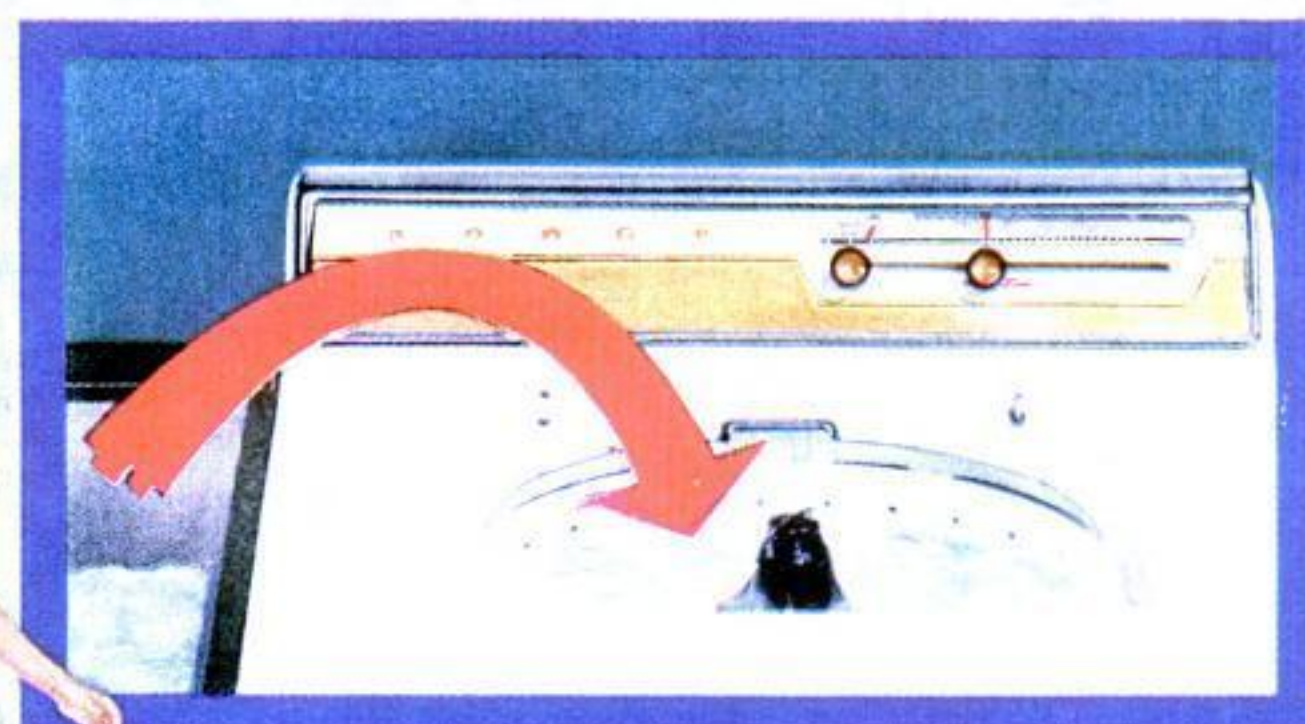
Look at the features of America's most automatic washer. Be sure your Norge dealer shows you how they work for you.

Norge automatic reSUDSer saves hot sudsy water and . . . lots of TIME!



Just set it . . .

Your Norge washer automatically pumps the hot, sudsy water into the set tub before rinsing cycle begins. When your second batch of clothes is ready for washing, all you do is turn to reSUDSer position on the Norge Time-Line Control . . .



. . . and walk away!

The washer goes into action automatically just as soon as all of the sudsy hot water has been returned to the machine. No mangling or tangling of clothes. No watching, no waiting. Save time along with soap and hot water.

NORGE AUTOMATIC "FIRSTS":

- Dual-Cycle changes wash-action to fit the fabric . . . automatically.
- Multi-Rinse changes from mist spray to tidal wave . . . automatically.
- Time-Line Control starts, stops, repeats . . . automatically.
- Sediment-remover, water-fill, water-temperature controls—all work automatically.
- Buzzer signals completion of washing cycle . . . automatically.

more - much more - from

for 1956 is here with exclusive reSUDSer!



America's most beautiful laundry combination—takes *all* the work out of washdays. Only Norge with the exclusive Hamper-Dor dries everything exactly right, because only Norge dries 4-ways.

NORGE



NORGE SALES CORPORATION, MERCHANDISE MART, CHICAGO, ILL. • SUBSIDIARY BORG-WARNER CORPORATION
IN CANADA: ADDISON'S LIMITED, TORONTO • EXPORT: BORG-WARNER INTERNATIONAL, CHICAGO, ILLINOIS

**There's a handy Kleenex package
for every tissue need !**



LITTLE LULU says: For your convenience, there's a handy Kleenex* package to meet your every tissue need.

Choose Kleenex 200's, if that's the pack you like best. Or the new 400's Economy Pack in 3 lovely colors.

For bigger jobs, bigger blows, there's Jumbo Kleenex—the same strong, soft Kleenex tissues, only *bigger* (1 square foot). Jumbo, too, has the same exclusive "pop up" feature.

And when the family goes out, give them Kleenex Pocket Packs to go along. They fit neatly in purse or pocket. You can get a single Pack for only 5¢ and there's an extra saving when you buy the Bargain Bundle of 8 Kleenex Pocket Packs.

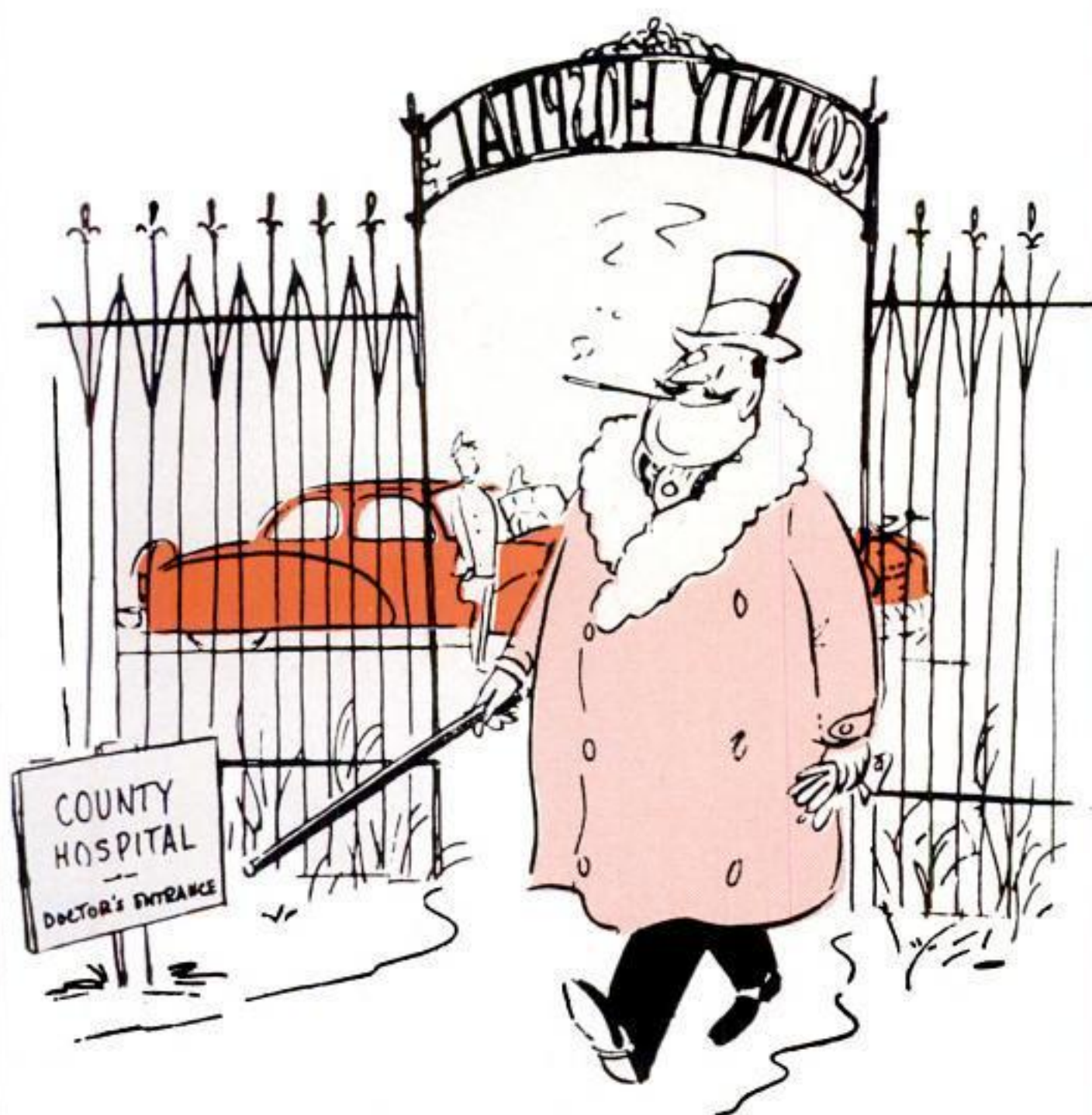
Be sure it's Kleenex
—the largest selling tissue in the world

*T. M. REG. U. S. PAT. OFF.

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Marge

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THE SHOWBOAT

"This character makes us the fall guys for socializers," the booklet complains of the type of doctor whose spending is too conspicuous.



THE GHOST

Opposing surgery done by anonymous expert when patient thinks own doctor is operating, cartoon shows patient becoming ghost too.



'Is Your Halo on Straight?'

DOCTORS SPOOF THEIR COLLEAGUES' ETHICS

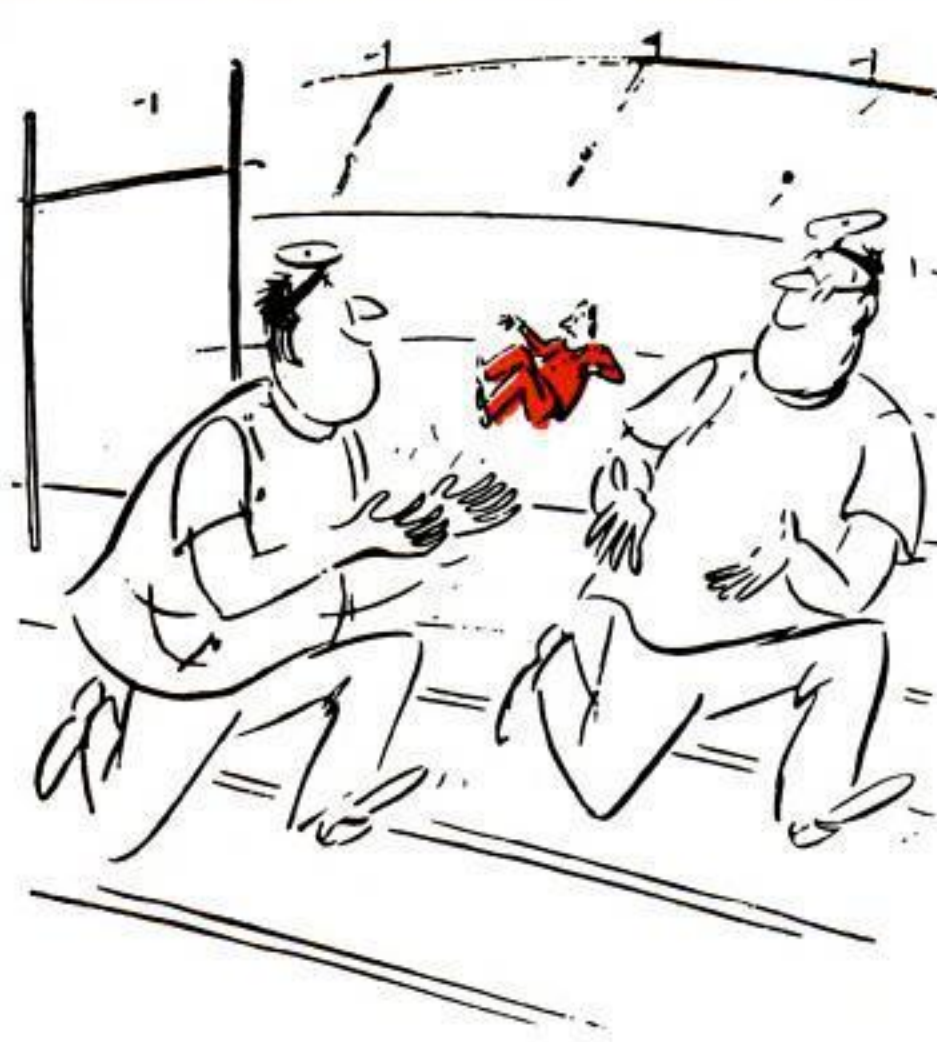
One misbehaving medical man can cast bad reflections on a host of upright colleagues. So the Ethics Council of the alumni of the College of Medical Evangelists in Los Angeles has put out a booklet of cutting cartoons to keep doctors on guard. Called *Is Your Halo on Straight?*, the booklet warns

that patients may mistake the doctor's head mirror (left) for a real halo. Then it spotlights 20 kinds of doctors whose halos have slipped. Some of its harshest talk is for the fee-splitting ghost surgeon (above right). "If we don't tar and feather him, somebody else will—and a lot of it will be splashed on us."



THE QUIZMASTER

Test-happy type is shown relying on complex gadgetry instead of judgment.



THE INTRAMURALIST

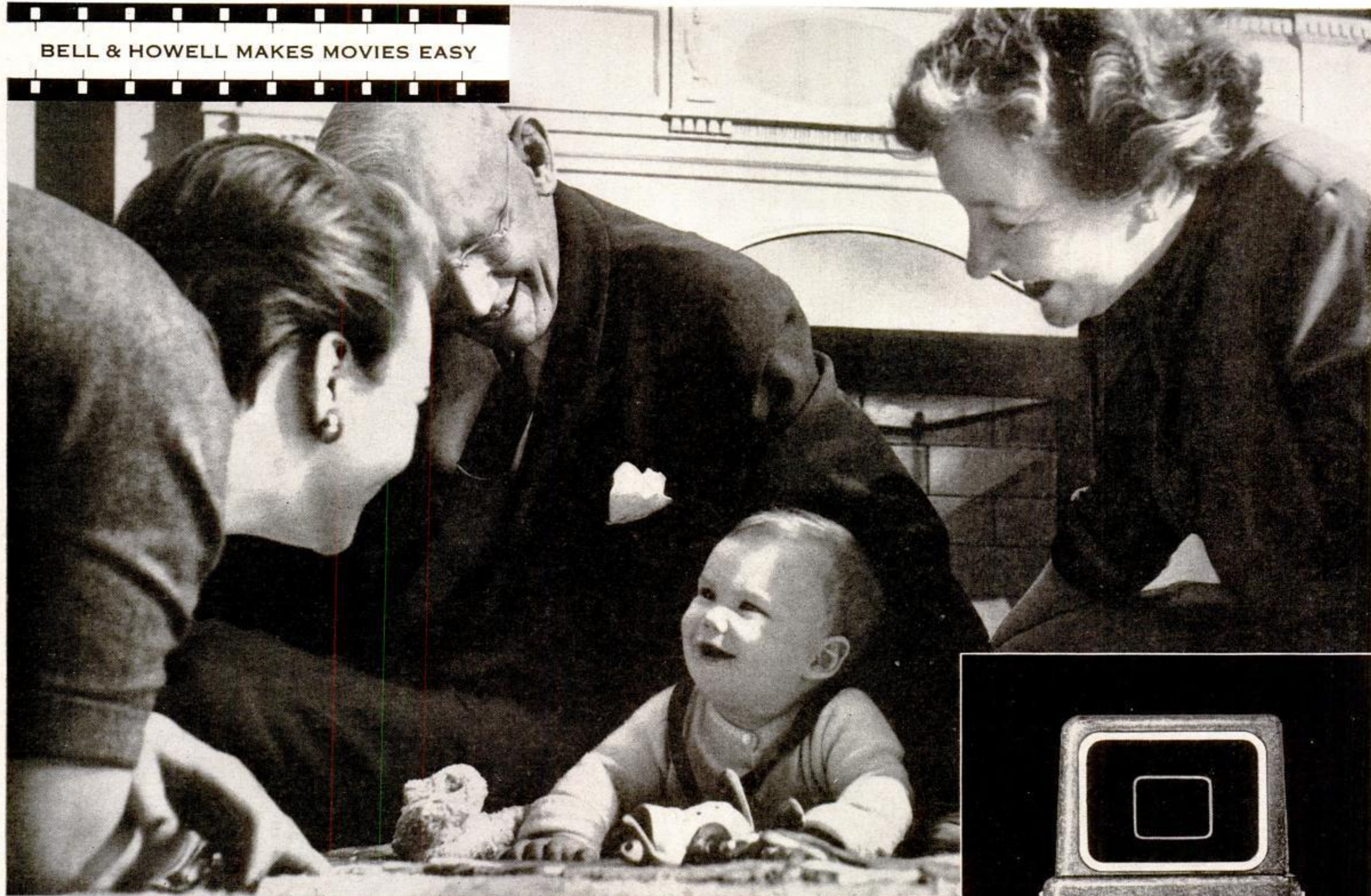
When referring a patient this man always passes him along to alumni of his old school.



THE PROSPECTOR

Money-mad doctor looks out for well-heeled patients so he can dig for riches.

BELL & HOWELL MAKES MOVIES EASY

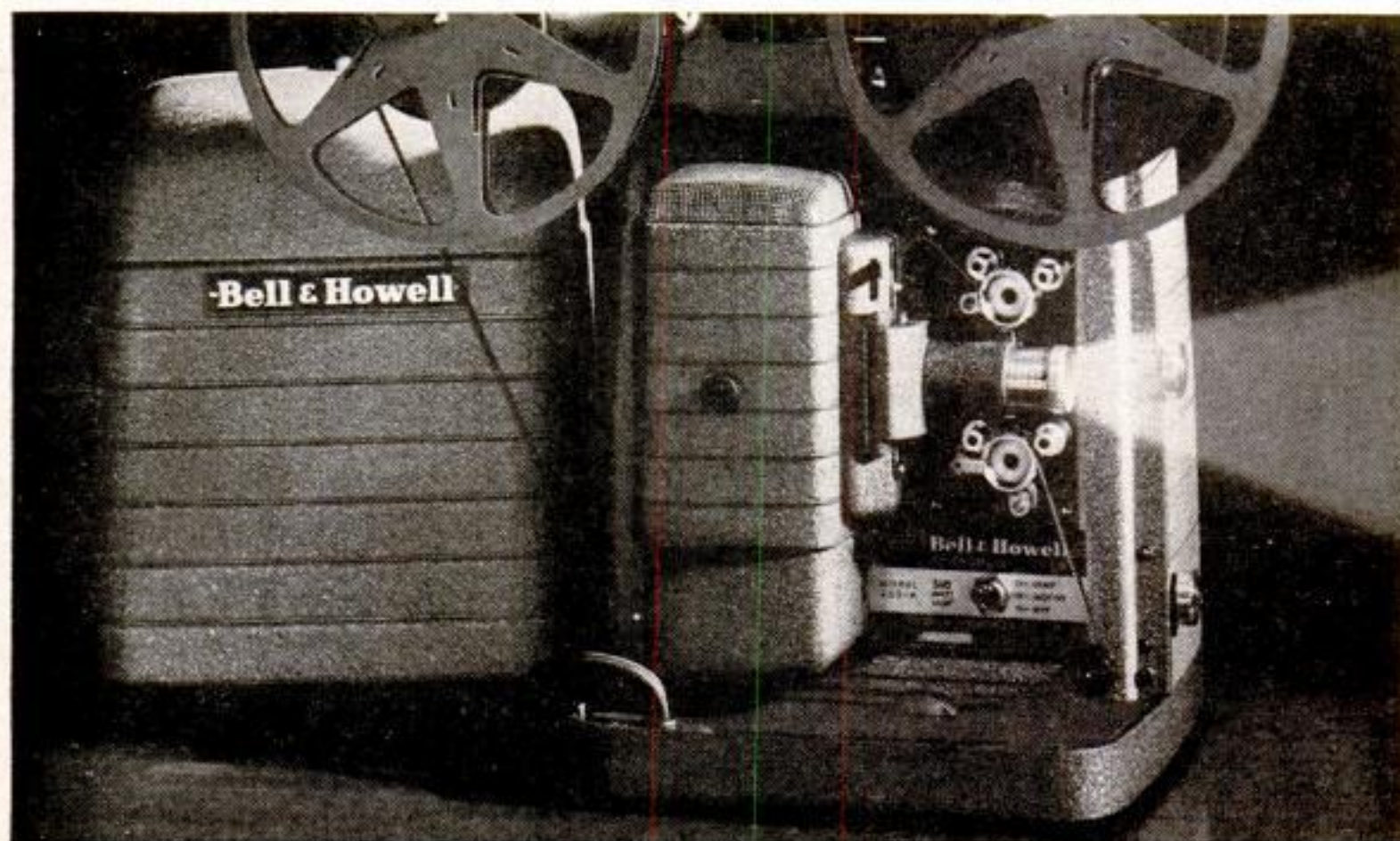


Even beginners like the Hodgkins family of Croton, N. Y., make expert movies with the Bell & Howell 220 Wilshire.

New camera with built-in Sun Dial makes movies easy as snapshots... only \$49⁹⁵!

ONLY MOVIES OF YOUR OWN can capture and preserve *all* the charm of fleeting moments like this. The easiest camera to use and the surest way to success is Bell & Howell's 220 Wilshire! By simply setting its ex-

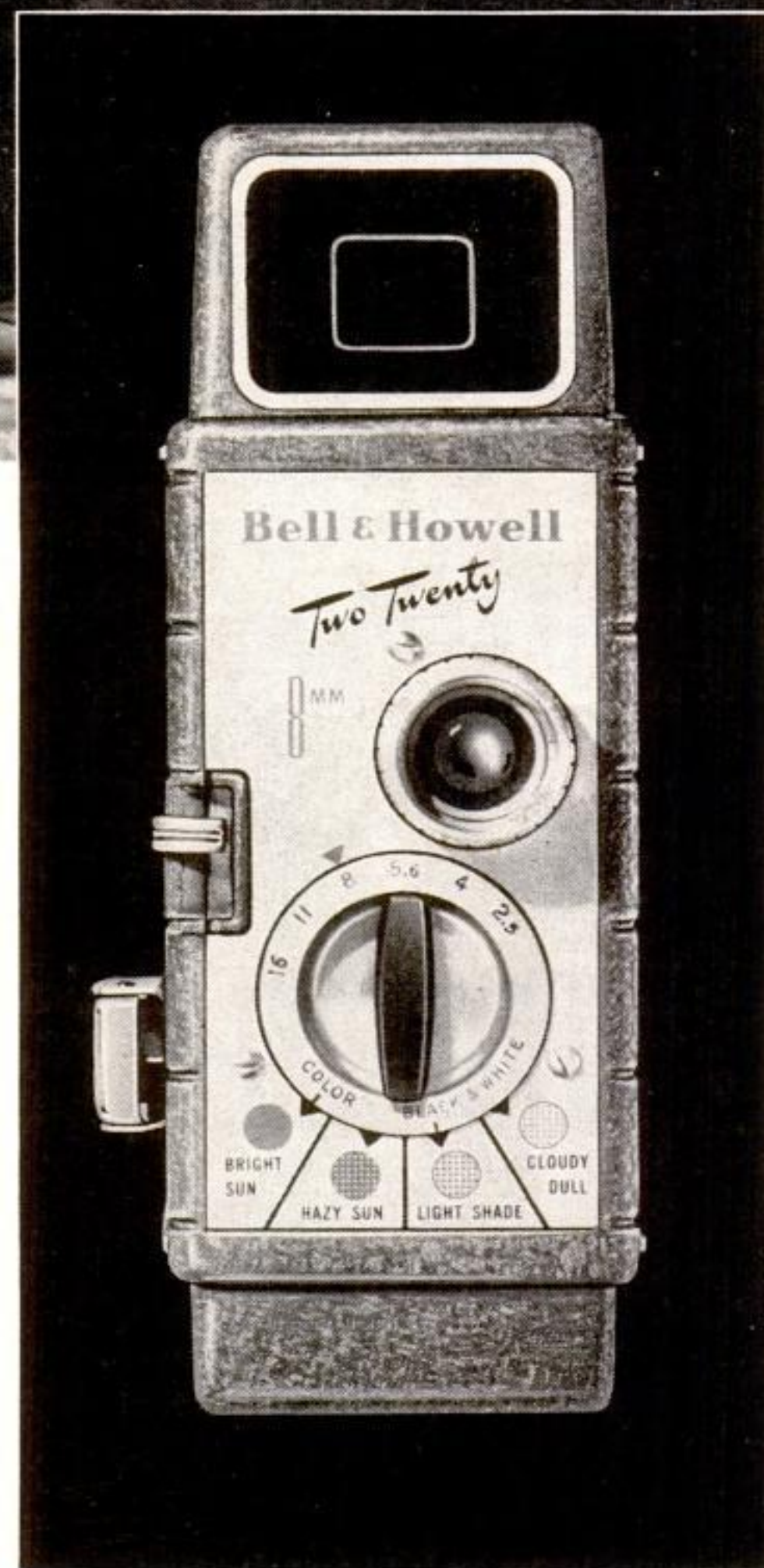
clusive Sun Dial, you're ready to shoot beautiful 8mm color movies of family activities you'll want to remember. Equally pleasing is the price of the handsome 220. Low \$49.95 includes lens that makes picture area 56% larger.



IT'S A "SNAP" TO SHOW MOVIES with the Bell & Howell 253 Monterey projector. You just follow a natural path when threading film. Lens mount swings out of your way. Self-contained in a die-cast case, the 253 puts a sharp, bright 8mm picture on the screen. To top it all, the Monterey price is down to a new low \$79.95! Why wait?



HONORARY ACADEMY AWARD 1954
To Bell & Howell for 47 Years
of Pioneering Contributions
to the Motion Picture Industry



SET SUN DIAL TO SUIT lighting conditions, sight through giant viewfinder and shoot! That's the magic 220 formula that solves, *for you*, the mystery of making movies. Free: "Tips on Making Home Movies." Write Bell & Howell, Dept. L-8, Chicago 45.

experience leads to **Bell & Howell**



YOUNG BILL SLEEPS IN HIS NET-WALLED BEDROOM IN A HUGE HANGING SAUCER WHICH FLOATS ABOVE THE BREAKFAST AREA WHERE HIS FATHER IS SITTING

SPACE AND SAUCER HOUSE

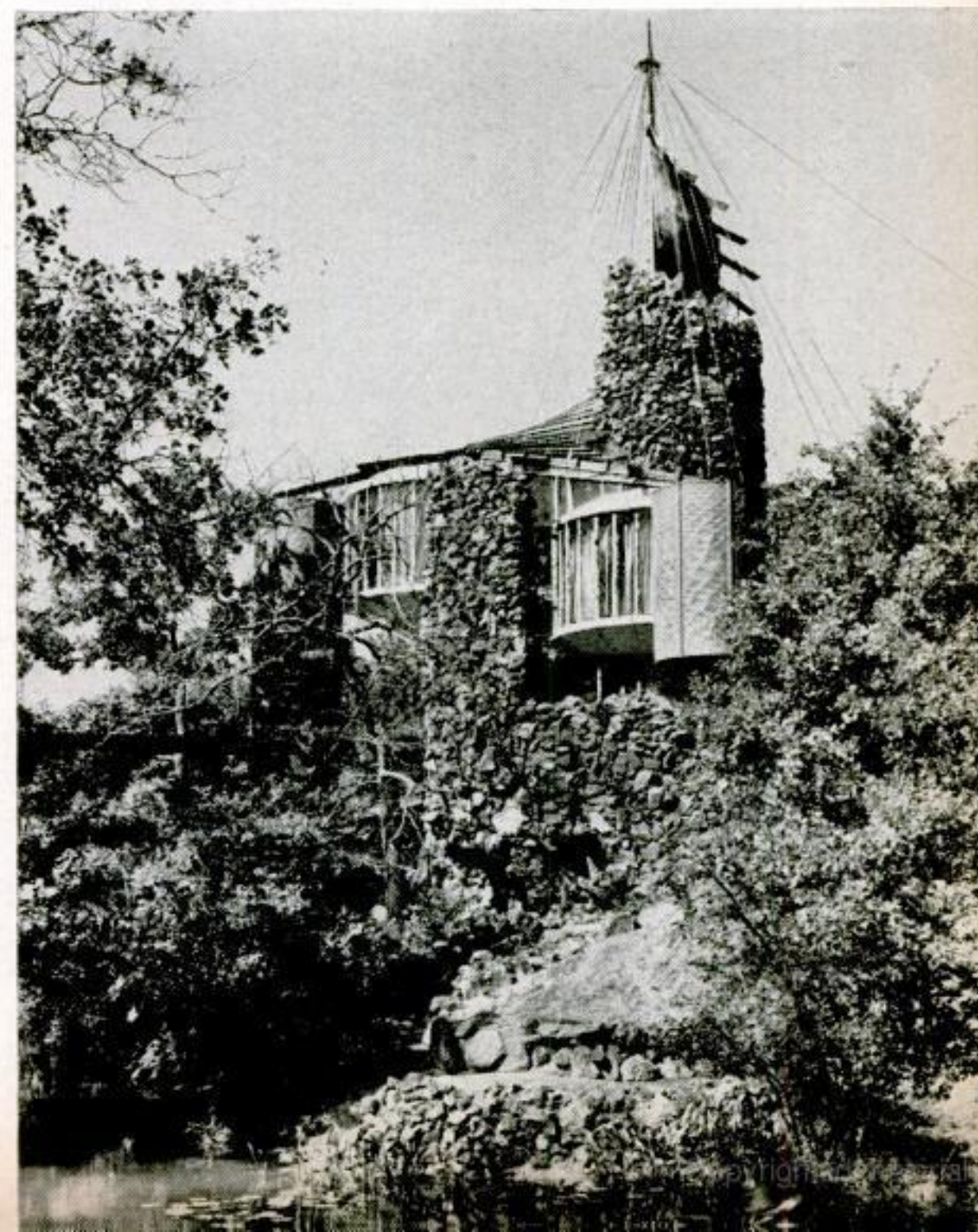
Oklahoma family lives in suspension in a unique new structure

Gene and Nancy Bavinger, who live five miles outside Norman, Okla., have the most gaped-at new house in the U.S. It has no interior walls. A good deal of its ground floor is water. Its rooms are suspended saucers. Its tower (right) sticks out of the trees like the sail of a Chinese junk. It has drawn so many sight-seers that the Bavingers now charge \$1 a person for the privilege of looking at the house. So far they have collected \$4,000.

Designed by Bruce Goff, who is architect of the round house (LIFE, March 19, 1951) and has no reverence for tradition, the house permits the Bavingers to "live in space three dimensionally." They work, play and sleep in

a series of five saucers hung on cables from a 55-foot-high oil well pipe inside a round tower. They hang their clothes on rotating rods in hanging copper closets. Gene Bavinger, who is chairman of the department of design at the University of Oklahoma, has a studio suspended outside of the tower. In the entire house there is no window that opens, since the whole house is air cooled.

The Bavingers built the house themselves out of big glass chunks and 200 tons of rock, 15 hauled from their own quarry. They started six years ago and moved in last February. Now, they say, the baby they have just had will grow up a true 20th Century space child.

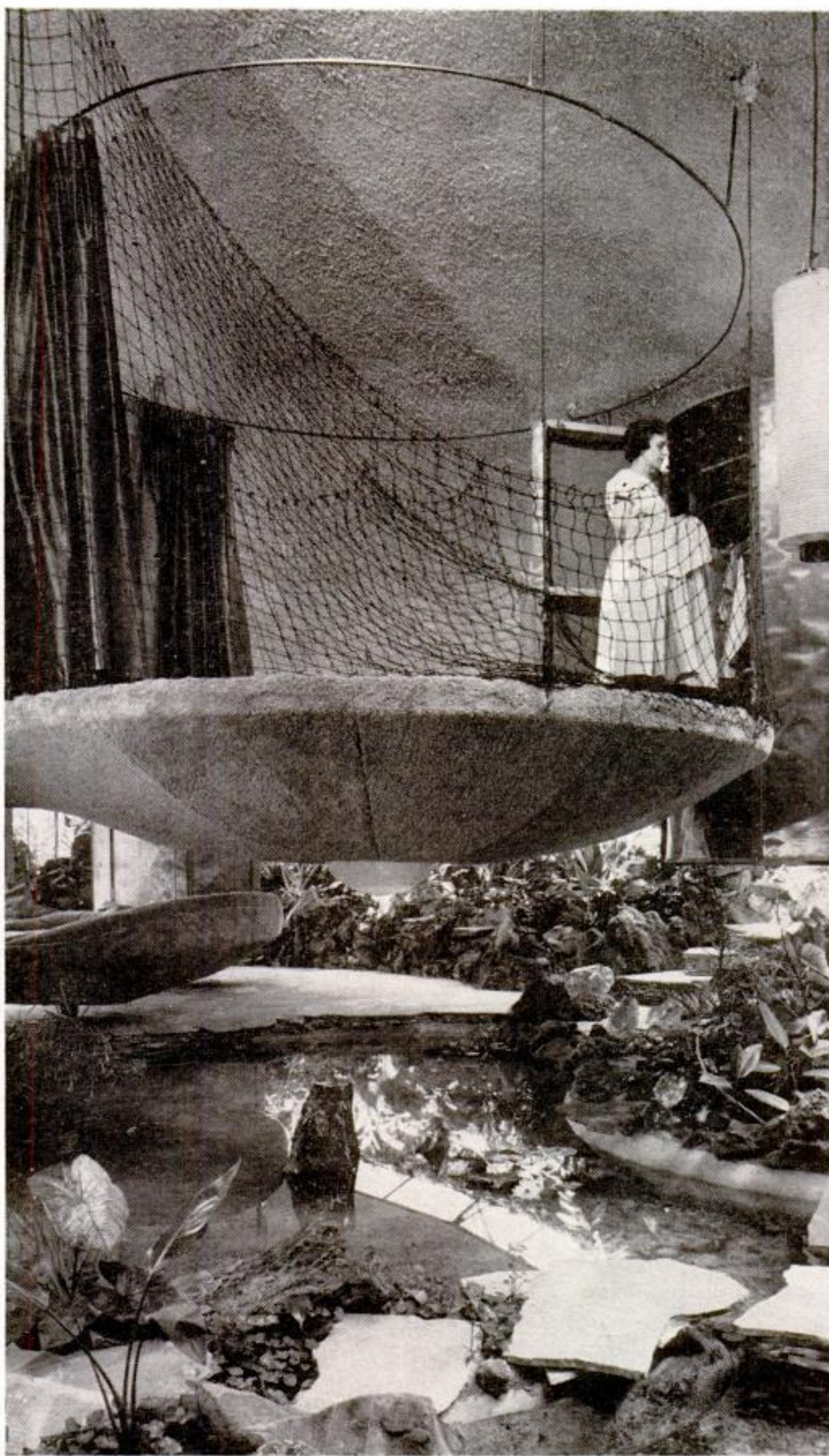


CABLES FROM MAST HOLD UP SPIRALING ROOF AND BOY'S SLEEPING QUARTERS (RIGHT) →



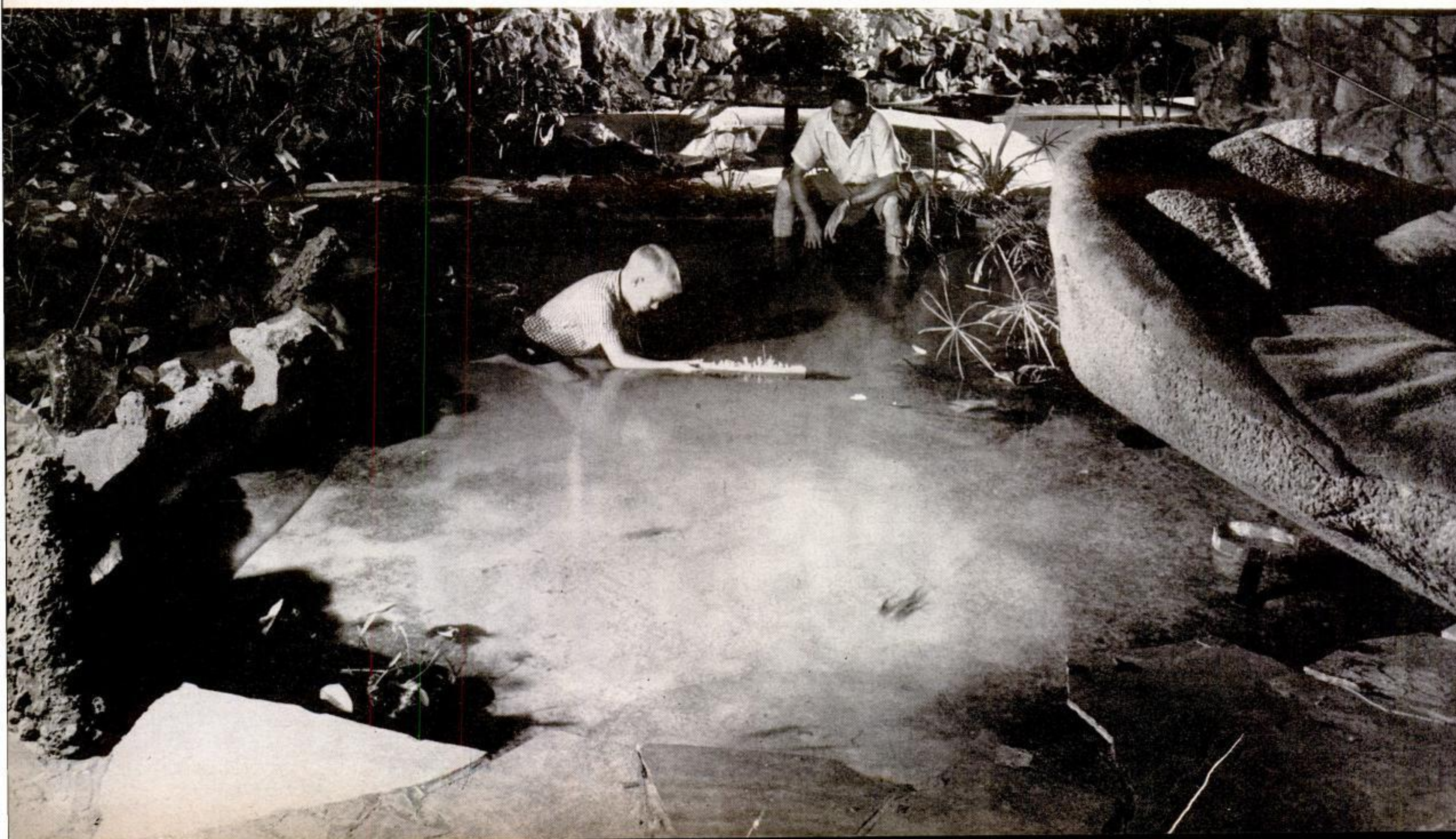
HOOTING GIRL and her baffled companion stare at the Bavingers' house: Repeated question: "Aren't they afraid they will fall out of their saucers?"

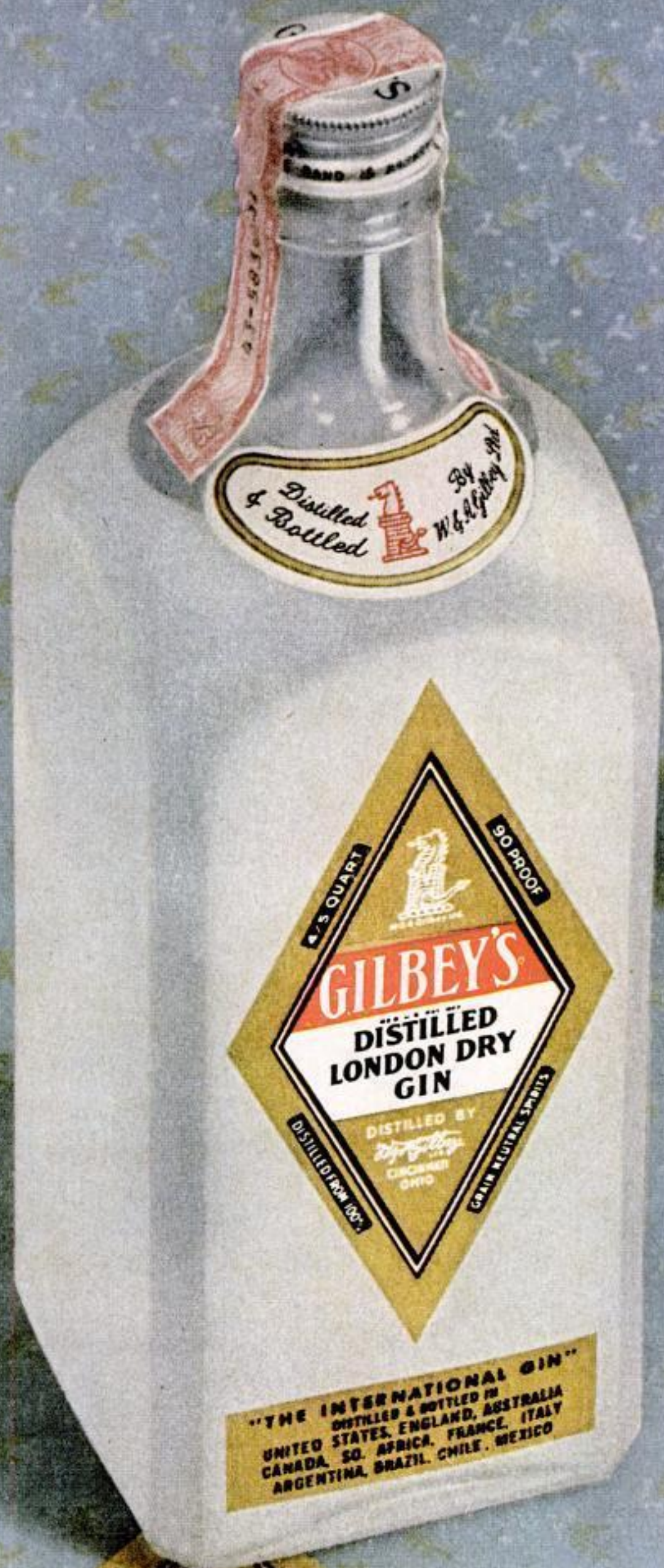
SLEEPING SAUCER (right) of Mr. and Mrs. Bavinger hangs over ground floor pool. Mrs. Bavinger is putting clothes in a copper storage cylinder.



HILARIOUS SIGHTSEERS cannot believe their eyes. Architect Bruce Goff cherishes one woman's comment: "I couldn't live in it but I wish I could."

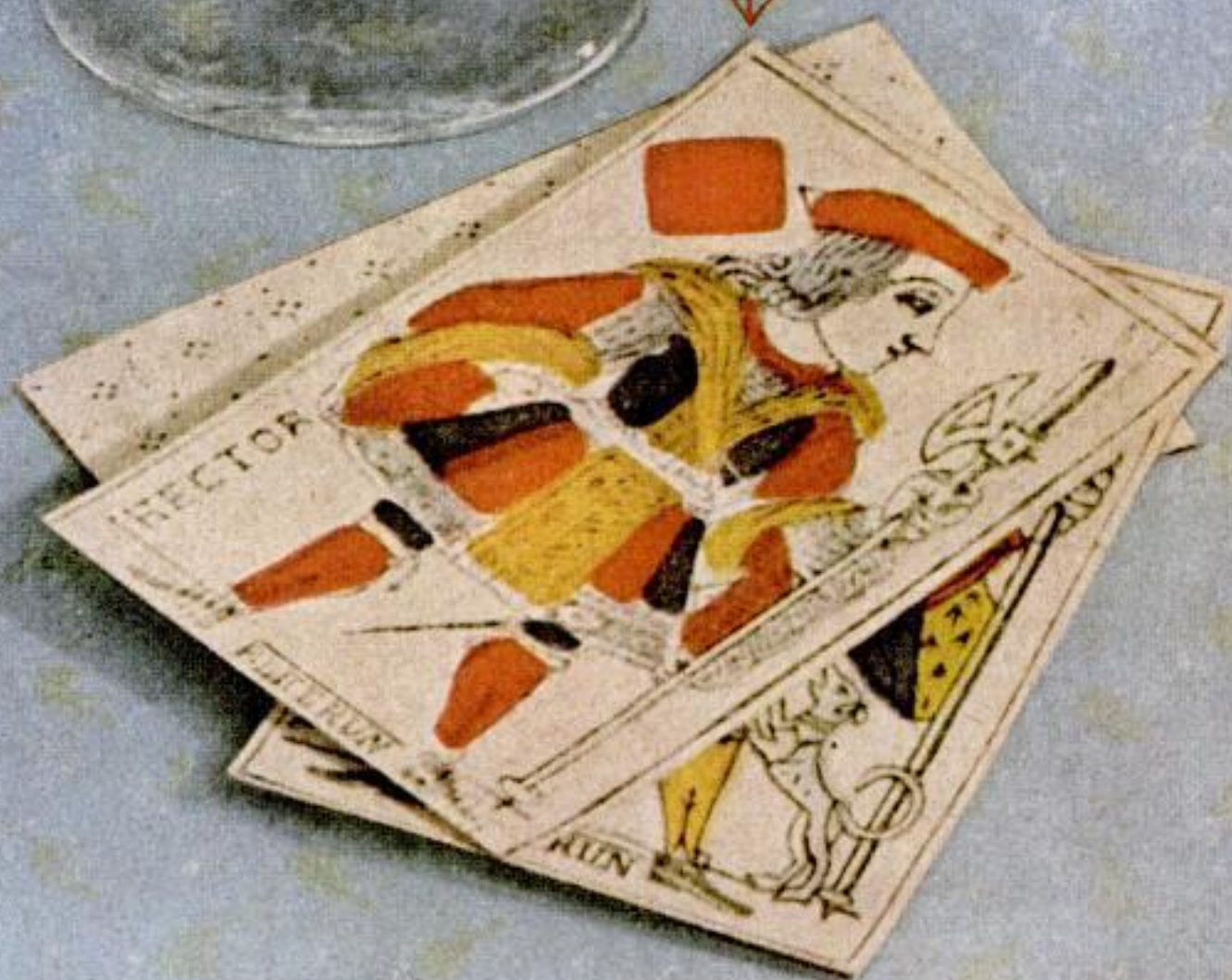
ENTRANCE LEVEL of house has pool (below) in which Gene Bavinger and son play with a boat. The dining area is reached by using stones across pool.





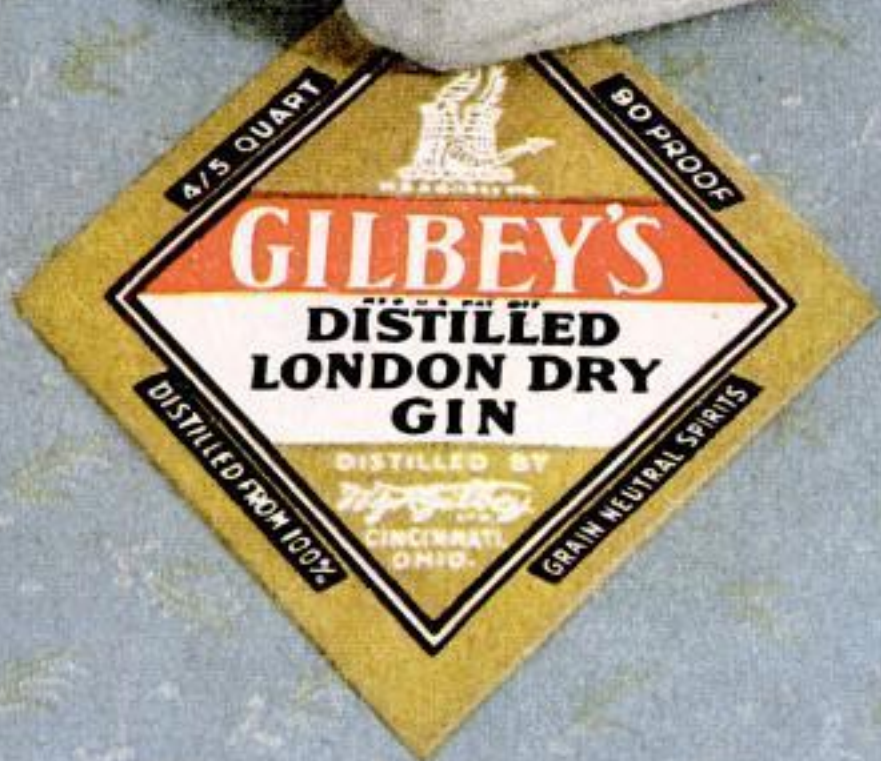
this diamond

was well-known on French playing cards toward the end of the 18th century.



this diamond

is well-known the world over, today, as the label for GILBEY'S Gin—the gin that's dry... clear... the right proof (90 proof) ... and the gin with the right taste—never harsh, ALWAYS smooth. ALWAYS look for the Gilbey's famous frosted bottle.



The world agrees on

"GILBEY'S please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO
THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.

KRAFT SUGGESTS these tempting

... for different occasions

... different tastes



He-Man Hit... Spread one slice of rye bread with Kraft Mayonnaise and top it with baked ham. Spread the second slice of rye with Kraft Prepared Salad Style Mustard and top with *Kraft Natural Swiss Cheese*. Rich in nut-like flavor, this is the cheese that *belongs* with beverages. Get Kraft Natural Swiss Cheese—*Sliced*—for snacks and sandwiches.

cheese sandwiches



Supper Special... Spread split, toasted round buns with Parkay Margarine. On bottom half of each bun pile hot scrambled eggs to which chopped chives have been added. Cover with a generous slice of Velveeta, Kraft's delicious pasteurized process cheese spread that's so rich in vital food values from milk.* Place in a 350° oven until the Velveeta melts. Top Velveeta with a green pepper ring and fill it with catsup. Add other half of bun.

* That 2-ounce Velveeta slice gives more high-quality protein, more calcium, more phosphorus, as much riboflavin and more vitamin A than a big 8-ounce glass of milk!

Luncheon Star... When you have left-over ham, make it into ham salad for a filling between white bread slices (crusts trimmed.) Top each sandwich with a full-ounce Kraft De Luxe Slice. Cut the sandwich diagonally into quarters. Kraft De Luxe Slices come in five varieties; mellow American pasteurized process cheese; sharper Old English brand; Pimento with full, rich pimento goodness; Brick and Swiss. The flavor is sealed in—in every slice!

Easy, elegant club sandwich

For each sandwich, trim the crusts from three slices of bread and toast on both sides. Spread each slice on one side with Kraft Mayonnaise. For the filling between the first two decks use cooked bacon. Top with tomato slices and the third deck of toast. Cut the sandwich into equal quarters and arrange on plate. Heat Kraft's Cheez Whiz in a sauce pan over very low heat. Quickly, this amazing pasteurized process cheese spread becomes a glorious cheese sauce to pour over the club sandwich. It's just one of dozens of cheese treats Cheez Whiz can give you in a hurry!

Old-Style Treat... When you hanker for real old-time eatin' cheese, get Cracker Barrel brand—natural cheddar that's so mellow and good that Kraft wraps it in aluminum foil. For this sandwich, toast a bread slice (crusts trimmed) on one side. Spread the untoasted side with Kraft Mayonnaise and cover with slices of Cracker Barrel brand and 2 strips of partially broiled bacon. Place under broiler-heat until the cheese is melted, and garnish with a lemon wedge. Its old-time Yankee name is "Montauk Sandwich."

The World's Favorite Cheeses
are made or imported by

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THE NEWEST LOOK IN TIME!



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Make room on your wrist for tomorrow! Gruen . . . the Newest Look in Time . . . has swept aside the conventional to bring you the breathtakingly new Continental Collection.

Here, for the first time, are watches that capture

the clean, uncluttered look of modern fashion with crisp, unbroken lines . . . with broad, gleaming gold bezels that frame dials of simple magnificence . . . with recessed stems . . . with chamois-soft, gold flecked bands that seem to flow from the watches

themselves. And a hundred distinctions more!

Your neighborhood Gruen jeweler will be proud to show you the great new Continental Collection. So, before you buy any watch, be sure to see Gruen . . . the Newest Look in Time!

GRUEN THE PRECISION WATCH®—OFFICIAL WATCH OF TRANS WORLD AIRLINES—THE GRUEN WATCH CO., TIME HILL.

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RESURRECTED FROM ATTICS AND BARNs AND SENT TO THE NEW LEWYT MUSEUM FROM ALL OVER THE U.S., THESE EARLY VACUUMS ARE DESCRIBED BELOW

Vintage Vacuum Cleaners

A few months ago the Lewyt Corporation offered to swap a new 1955 vacuum cleaner for interesting ancient cleaning gadgets. More than 100 of those they gained by their swap will go on public view this week in the Lewyt Museum of Household Cleaning Implements in Brooklyn. Shown above are some of the museum's vacuums.

At top left is the Feeny hand pump of about 1905, which worked by pushing the big cylinder up and down to set bellows in action. To the right is a chain-driven vacuum from about 1860. While one operator pushed a handle at the back to activate the bellows another operator cleaned with a hose attached at front. Above the bouncing man is the Regina of

1907. This was pushed along the floor and as the wheels turned, suction was created. The Success Hand Vacuum at lower left was operated by clutching the handle above the accordionlike section and pumping wildly, while pushing the cleaner with the other. Foreground right is the 1915 Brand vacuum cleaner. As it was pushed rapidly along the floor, the bellows in the center cylinder were set in action. Next to it is the 1914 Hydra, which was run by attaching a 25-foot hose to a water faucet and turning on the water which created cleaning suction. In center is a teeter board dating from about 1900. One person rocks back and forth on the board to generate suction, while another operator cleans the rug—perhaps.



Washed with **all** over 104* times, and

That's one good reason why automatic washer makers (and *Manhattan*,[®] too) prescribe **all** with "controlled suds"

Only **all** with "controlled suds" washes so clean, yet rinses as free . . . in any type of automatic washer. Every bit of **all** goes to work down in the water where your clothes are. **all** has no blanket of harsh, thick suds to smother the washing action of

your automatic. With **all**, your clothes swirl around so free and easy, getting out all the dirt.

But that's only half the story! **all** really shows its superiority in the rinse cycle. While old-fashioned, thick-suds detergents can cling to fabrics and stubbornly refuse to rinse away, **all** with "controlled suds" rinses completely, leaving clothes beautifully soft and sweet. Remember: Unless clothes *rinse* clean, they're just *part*-clean!

Is it any wonder that this *Manhattan* SPAN shirt is sparkling white after being washed with **all** 104 times in every type of automatic washer?



all is made by **MONSANTO** where creative chemistry works wonders for you

"all" is a trademark registered by Monsanto Chemical Company, St. Louis, Missouri. © 1955.





his Manhattan[®] Span still looks new !

Spectacular test shows why *Manhattan* can guarantee a new SPAN free if the collar doesn't outlast the rest of the shirt

Manhattan SPAN can take it! Here's the proof.

The shirt above has just completed 104 consecutive washings (4 years' average wear) in the *all* Test Laboratory—and the shirt still looks new.

We think this is a remarkable demonstration. But if you want more proof that SPAN is the world's most durable shirt, consider these three

guarantees. SPAN is guaranteed by *Manhattan*—you get a new SPAN free if the collar doesn't outlast the rest of the shirt. SPAN is certified Washable by the American Institute of Laundering. SPAN holds the famous Guaranty Seal of Good Housekeeping.

Manhattan SPAN not only takes to washing better. It takes to ironing better, too, thanks to trim collar styling and smart French front construction. Her *Lady Manhattan* shirt, \$5.95. The *Manhattan* Shirt Company, 444 Madison Avenue, New York, N. Y. © 1955

**in the all Test Laboratory*

Manhattan

Span \$3.95

"The *Manhattan* SPAN shirt comes in seven fashionable collar styles"



WARM GREETING for the U.S. visitors at a collective farm near Kuibyshev was typical of the tour.

HOW TO EASE RUSSIA'S FOOD CRISIS

LIFE summarizes the lessons learned
by touring Russian, U.S. farm experts

For five weeks and 10,000 miles, amid civic ceremony and breakneck travel, a delegation of U.S. farm experts had toured Russia's crisis-haunted farm economy. At the same time a Russian group was on a similar trek through the abundant U.S. and Canadian farm belts. Last week, with the tours and the hoopla over, both groups could sum up the meaning of what they had seen. On these pages *LIFE* brings together in words and pictures the lessons of the exchange. In them lies the promise of a better day for Russian agriculture, which has failed to keep pace with the nation's burgeoning population.

For the Russians the exchange had been a chance to observe at close hand some of the techniques (*pp.* 170, 171) by which American agriculture, using virtually the same total acreage it had in 1915 but with three million fewer workers, had been able to increase production by 67%. For the 12-man American delegation, it meant an unprecedented look at the sharp contrasts (*right*) in the Russian farm economy.

Russia's modern food troubles had begun in the early 1930s with the Communists' bloody drive to collectivize agriculture and they had been compounded by the destruction of Soviet farmlands during World War II. In the postwar era, Moscow's major effort went into the build-up of heavy industry and arms, not farm recovery. Today livestock herds are barely as large as in 1928, and butter production is still at 1913 levels.

The U.S. delegation concluded that the heart of Russia's farm trouble was administrative, as the heavy hand of Moscow bureaucracy stifled incentive and thwarted local initiative. There are signs that Moscow recognizes this and is beginning to take steps toward decentralizing its control of agriculture. Such a move may mean a better chance that the American recommendations—given on the diplomatic assumption that there can be no lasting peace while Russia or any nation stands hungry—will be put into practice. These many recommendations are summarized on the map and in the article by the chief U.S. delegate on pages 168, 169.



EXCELLENT WHEAT, GROWN IN A TEST FIELD AT THE MOSCOW AGRICULTURAL

BLEAK SCENE GREETED U.S. DELEGATES IN THE BARREN NEW LANDS AREA





EXHIBITION, DRAWS ADMIRATION FROM AMERICANS AND RUSSIAN HOSTS. DEAN WILLIAM LAMBERT, WHO HEADED U.S. GROUP, IS THIRD FROM LEFT IN DARK SUIT OF WESTERN SIBERIA. ONE FAMILY'S ANIMALS LOUNGE BESIDE A MAKESHIFT LOGHOUSE, HASTILY BUILT WHEN THE LAND WAS FIRST OPENED IN APRIL 1954



CONTINUED

SOME CONDITIONS AMERICANS CRITICIZED



HAULING WATER, a farm wife in western Siberia carries balanced pails from a communal well a quarter mile from home (*rear*). Inadequate plumbing, polluted wells are problems throughout the region.



STUNTED CORN, examined by Ralph Olsen (*left*) and Ferris Owen (*right*), suffered from drought and early frost near Rubtsovsk, western Siberia. The Americans recommended planting sorghum instead.



GRIM PIONEERS stand in thick dust on a street in their new lands village on the barren prairie of western Siberia. Fierce winters, poor housing and the threat of a dust bowl make their prospects bleak.



SWEEPING WHEAT on a collective farm near Rubtsovsk, teen-aged girls use handmade twig brooms to pile the newly combined grain for cleaning. After being cleaned, grain is piled up again for drying, finally stored in shacks at rear. Such inefficient organization and use of hand labor characterized most Russian farms.



RAKING STRAW, an elderly worker traverses a wheat field in the Ukraine. The field had been harvested and the straw had been cut and raked. But the machines missed some straw and this man gathers it, another instance of squandered labor. More efficiently run farms would free workers for new lands projects.

ITEMS AMERICANS PRAISED



EXCELLENT MILLET, one of the small grains which Russian agriculture grows plentifully and well, engulfs the bemedaled manager of the 8,450-acre Budenny collective farm in the Ukraine, one of the best farms visited by the U.S. delegates. Millet, used for both flour and feed, does well even in very dry areas.



SPLENDID CORN, tasted raw by a Russian girl interpreter and American John Steddom, grew in Kuban region where rainfall and growing season are ideal. Now at roasting stage, it will mature into field corn for livestock feed. The visitors felt that more fertilizers and chemical weed killers might make yields even better.



COOKING OUTDOORS in the summertime helps relieve heat and crowding in the houses on a collective farm in the rich Kuban region. A farm wife was preparing breakfast at one of the wood-burning adobe ovens shared by six families when Farm Editor Herb Plambeck, who took most of these pictures, came by.



KAZAKHSTAN CAMEL walks a mile for Julius Kleiner (*rear*), the only Russian-born U.S. delegate, and Ralph Olsen during visit to breeding station at Alma Ata. The province uses 140,000 camels as beasts of burden, since no other animals can work as well in the intense summer heat—110° as this picture was taken.

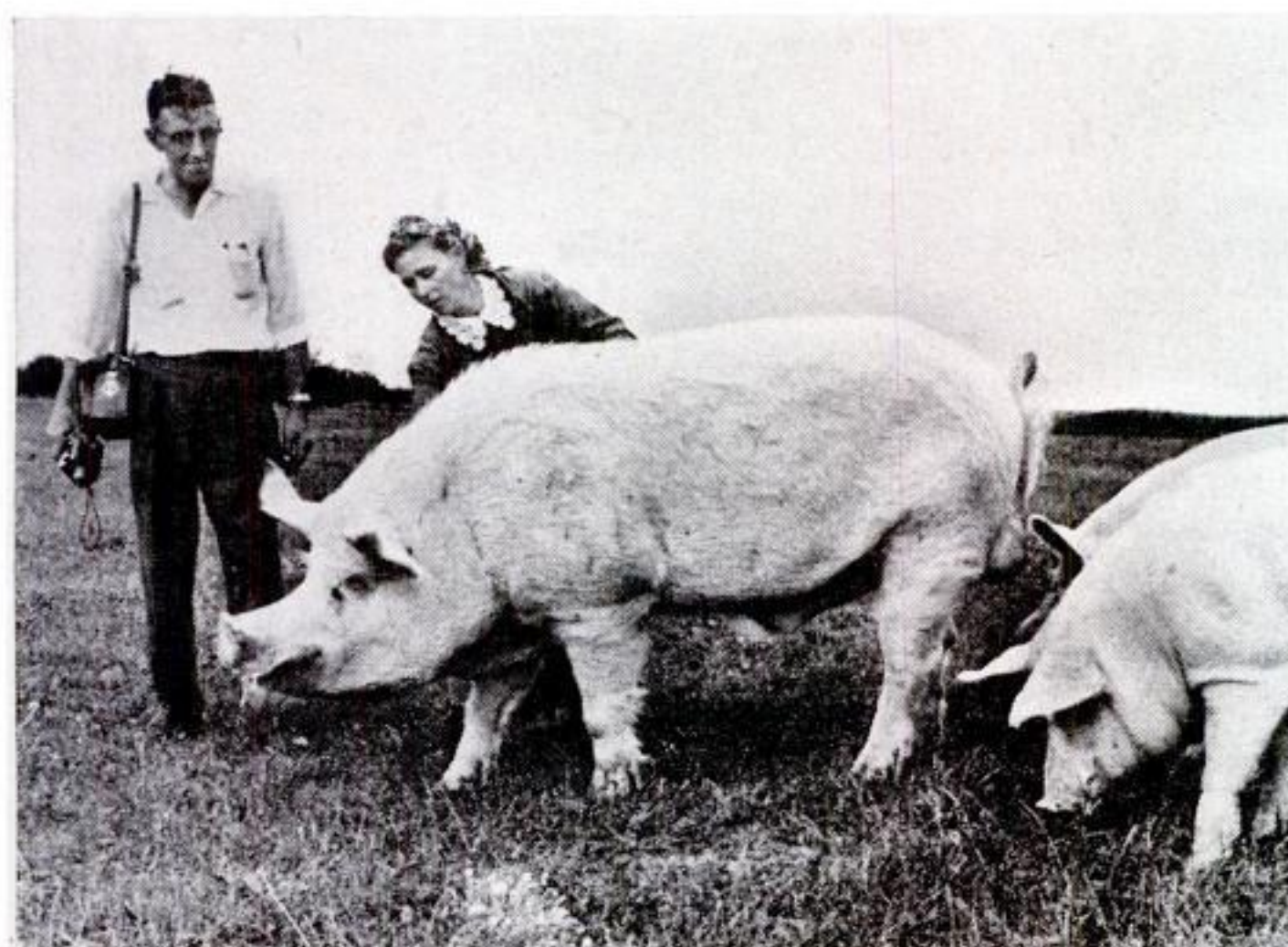


PLODDING TO MARKET with a load of squash, a couple from a collective farm in the Kuban sit patiently behind their team as colt walks alongside. Russia has many trucks, including lend-lease

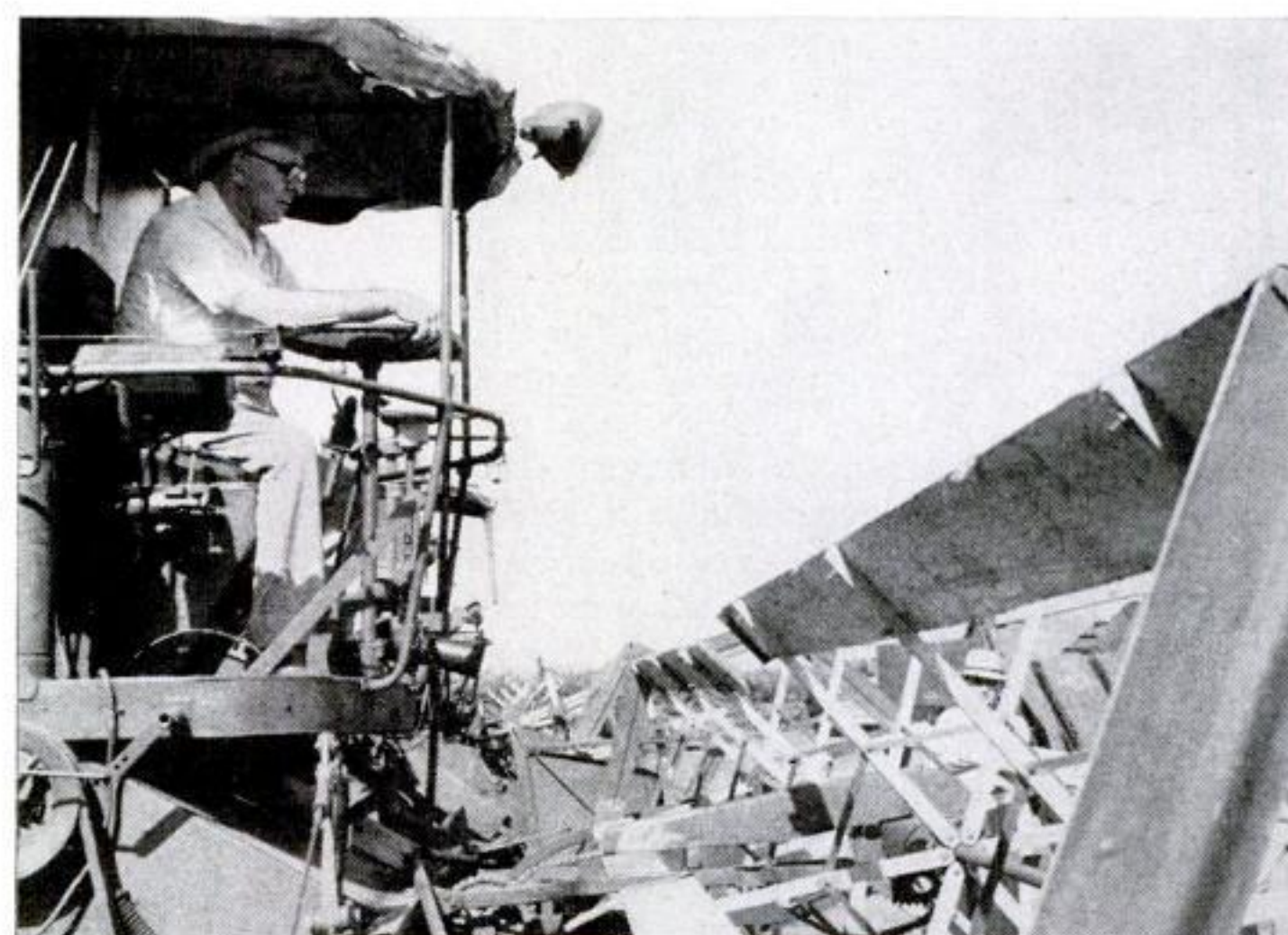
Studebakers, but the vast country requires many more and more all-weather roads. The Americans pointed out that by replacing horses the Russians would free feed for more vitally needed livestock.



WALLPAPERED PRIVY was especially decorated for the American visitors on a collective farm near Krasnodar where the delegation stayed one night. Indoor plumbing is still rare on Russian farms.



PRIZE BOAR, a Ukrainian White, gets a knowing appraisal on farm near Rostov from John Steddom, president of Iowa Swine Producers. He admired it, although fat-starved Russians prefer fatter animals than U.S. market. Woman cares for 10 hogs, could not believe Steddom raises 1,000 with only two helpers.



MAMMOTH MACHINE, a self-propelled combine with 27-foot cutting bar, gets a workout from Delegate Asa Clark, a state of Washington wheat farmer. The combine dwarfs most U.S. combines and requires a five- or six-man crew. Though Clark found it unwieldy, it performs well on Russia's endless, flat wheat fields.



IN TEXAS A COMBINE CUTS HYBRID SORGHUM, THE CROP MOST STRONGLY RECOMMENDED TO RUSSIANS

WHAT RUSSIANS GROW AND SHOULD GROW

The map at right carries the latest information on present Russian agriculture plus the recommendations for the future made by the U.S. delegation and other U.S. experts.

Russia's soil and rainfall grow progressively poorer in five broad belts, from the moist, black earth region (darkest green) to the tundra (lightest green). Present agriculture, indicated by solid black symbols, is heaviest and most varied in the Ukraine-Caucasus region. U.S. recommendations (shown as boxed symbols)

for the area include planting of soy beans for oil and protein and more corn acreage.

Russia's present attempt to expand corn production is revealed by the far-spread corn symbols, especially in the east. The easternmost wheat symbols are in new lands, a potential dust bowl because of too intensive cultivation.

The key U.S. recommendations include substitution of sorghums (above) for corn in many dry areas, wider use of artificial fertilizers and soil conservation and expanded cattle raising.



THE CHIEF U.S. DELEGATE

What was the U.S. group's final evaluation of Russia's agriculture and what did the delegates tell their hosts? The chairman of the delegation, Dean William V. Lambert of the college of agriculture at the University of Nebraska, sums up for the U.S. in the following article which he wrote for LIFE.

DESPITE many creaks and groans and, I think, errors of judgment, the Soviet Union is making substantial progress toward the solution of its food problems. The next 10 years will show really significant improvement. In 1954 two very important new steps were taken. These were the corn program and the so-called new lands development.

The government is spending billions of rubles to convert virtually treeless prairies of northern Kazakhstan and western Siberia to a grain-producing area. The area has a potential yield of 300 to 400 million bushels of wheat a year. But it can also become an enormous dust bowl. Average rainfall is 12 to 14 inches, but

this year none at all fell during the growing season. Very careful management and special techniques will be required if wind erosion is to be controlled.

The present plan is to plow the land in the fall and let it lie unprotected through winter and spring. This is particularly hazardous. Furthermore the land is intended to lie fallow for only two of each 10 years. I seriously question that available moisture will support continued production at that rate.

To put more meat on Soviet tables the Russians have launched their vast corn production program. Nikita Khrushchev himself is given credit for masterminding this project. We were told that corn production this year would be 42 million acres, more than four times the 1950 figure. By 1960 under present plans the cornland will exceed 74 million acres.

This is a worthy aim, but in many areas like the new lands rainfall is too low and the season too short to grow corn safely. We were told

that over 27,000 acres near Sverdlovsk had been killed by frost. Such occurrences will likely be frequent.

We suggested that sorghum, grown for livestock feed, should be planted in many of these areas. Some effort is being made, but the command from the top to go all out on corn production is hog-tying those who should be concerned with the sorghum program.

Livestock husbandry has been and is still one of the weakest segments of Soviet agriculture. In 1953 it was little above the 1916 level. Few cattle are purebred and most herds show the lack of any consistent breed improvement program. The same is true of sheep and there is a resultant lack of good fleece.

By our standard, the use of manpower on Russian farms is grossly inefficient. Eight to 10 times as many people are used on a farm as in America and productivity per man is but a fraction of the U.S. figure. The government is trying to improve the situation, but the one



SUMS IT ALL UP

big hurdle may well be the lack of incentive—and incentive comes from individual ownership and competition.

It must be said that in some areas, hog raising and small grains particularly, Russia does an excellent job and that, withal, we found few if any signs of discontent.

At a final 2½-hour meeting with Russian farm leaders and in a spirit of helpful criticism, we presented some general recommendations:

1. Local farm managers should have more freedom to make their own crop plans, since they are more familiar with local conditions.
2. Manpower must be used more efficiently. More and better farm machinery, more worker training and greater incentives can all help.
3. Soil conservation practices like contour plowing, terracing and crop rotation must be quickly expanded.
4. Grain sorghums should be substituted in many areas too dry for corn.
5. Chemical weed killers should be used to

reduce the cultivation given corn. Overcultivation is damaging soil structure.

6. Fodder crops should be grown to greater maturity to increase the tonnage.

7. Water facilities—including irrigation—should be improved to keep pace with mechanization.

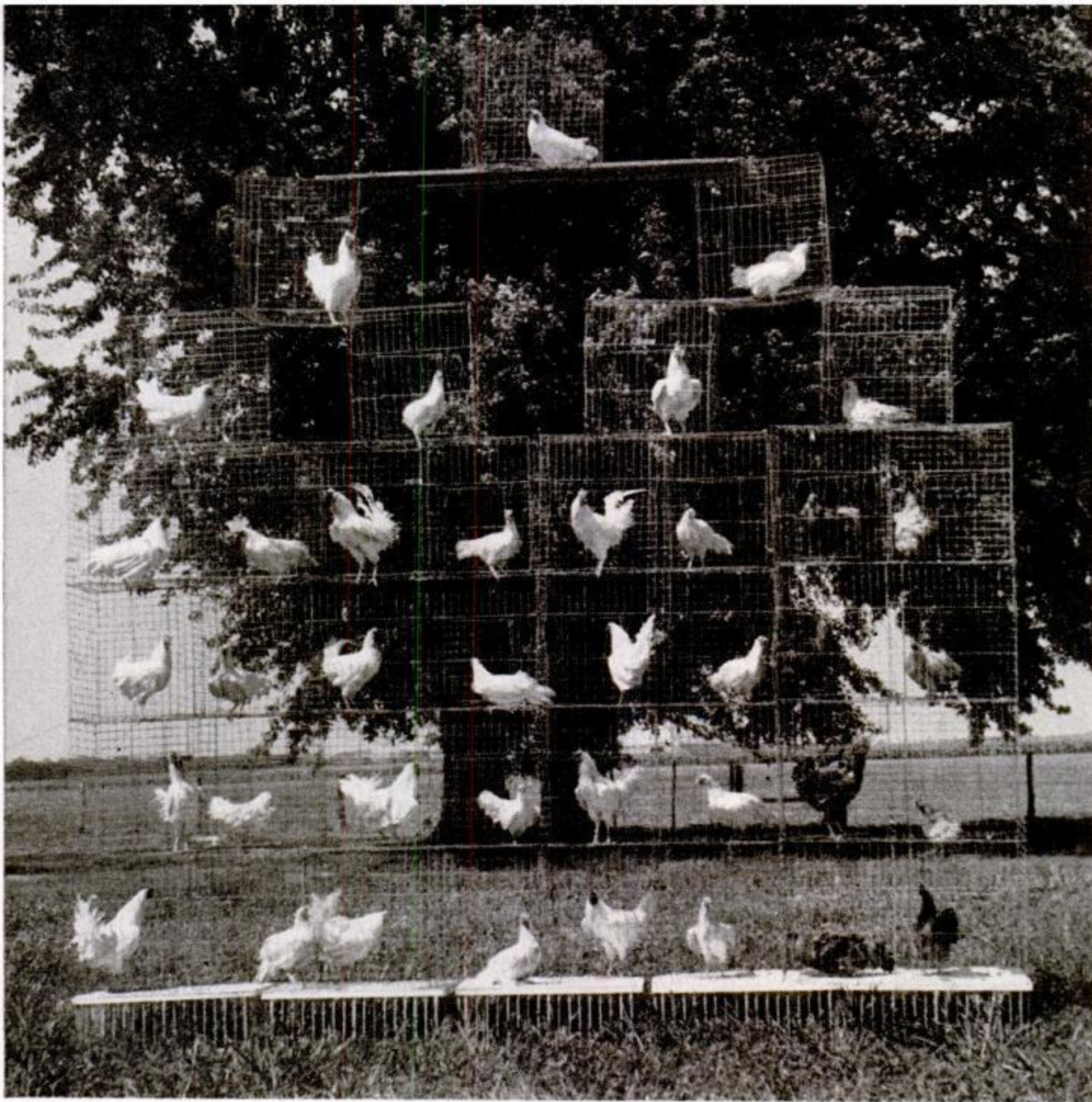
8. Rural adult education on subjects like home management and family problems should be encouraged as an aid to better farm life.

9. International exchanges of scientists and workers, like the farm delegations, should be encouraged. Research publications should also be freely exchanged between nations.

Russia is doing research on some of these subjects already. There are 1,000 agricultural experiment stations and the scientists in them are well paid—better even than some doctors and dentists. Given full freedom to experiment and put their ideas to work, these men can assure a better agriculture and an adequate food supply for Russia's growing millions.



THE AUTHOR, Dean Lambert (right), takes a symbolic gift of bread from village elder near Odessa.



FAST-RIPENING CORN, hybrid developed under Dr. Ernest Rinke at University of Minnesota, matures in 75 days, may be ideal for Russian summer. In rear are test plants of 55-day and 120-day corn.

INBREEDING PROCESS in chickens mates brothers, sisters. Their offspring are mated for four generations (*bottom four rows*). Two best pairs are then bred and their offspring produce fine hybrid at top.

EXAMPLES FOR RUSSIANS

During their tour of U.S. agriculture, the Russian farm experts could often scarcely conceal their eye-popping amazement at the efficiency and productivity they saw. Even before the group was back in Moscow, the State Department and U.S. farm equipment makers had begun to receive discreet feelers from behind the Iron Curtain on the possible purchase of the sleek combines, hay-balers and wheeled tractors the Russians had admired (*opposite page*). The cautious manufacturers hinted that they would consider only big-volume orders, because in the past the Russians had bought some machines and then pirated the designs.

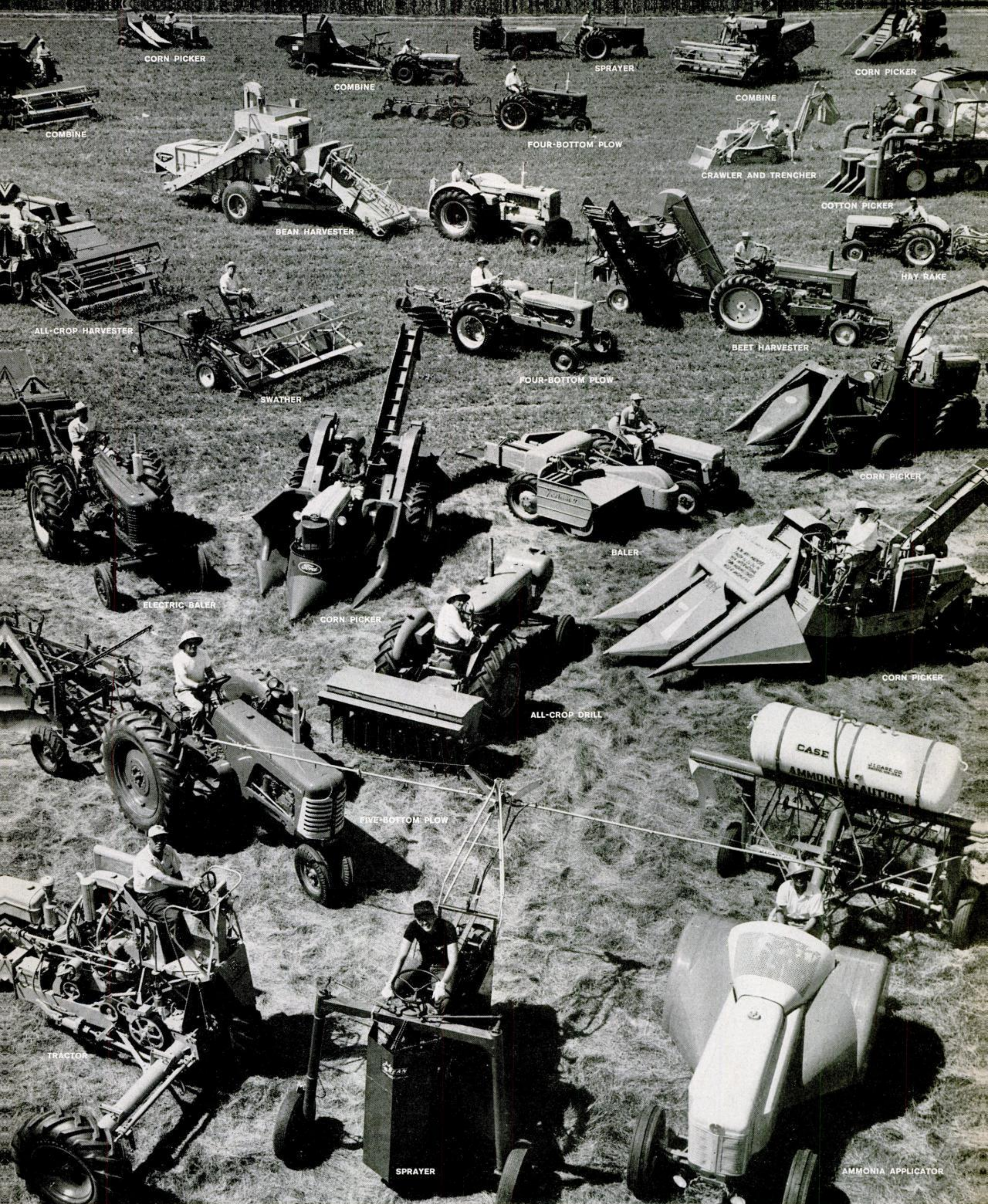
Beyond the news of specific crops, animals or complex farm machines, the Russians might carry back with them some notion of the vast scientific zeal and persistence with which the U.S. had gone about perfecting its agriculture. A key factor in the U.S. success has been the long, painstaking process of hybridization: inbreeding endless generations of chickens (*top, left*), other animals and plants to produce, at last, superior types with desired characteristics. The final success of Russian agriculture depends on how wisely that country can apply the free world's freely offered lessons and techniques to her own problems.



SHEEP CONTRAST reveals result of breeding. American animal (*bottom*) descends from Russian type (*top*) but, while keeping valued no-tail trait, lost fat rump and gained finer fleece, leaner meat.

RUSSIAN PURCHASES in U.S. included hardy Santa Gertrudis cattle well suited to some parts of U.S.S.R. These are inspected by Yuri Golubash on horseback at San Antonio's Broken X ranch.





CORN PICKER

COMBINE

SPRAYER

CORN PICKER

COMBINE

FOUR-BOTTOM PLOW

COMBINE

CRAWLER AND TRENCHER

BEAN HARVESTER

COTTON PICKER

HAY RAKE

ALL-CROP HARVESTER

BEET HARVESTER

FOUR-BOTTOM PLOW

SWATHER

CORN PICKER

BALER

ELECTRIC BALER

CORN PICKER

CORN PICKER

ALL-CROP DRILL

FIVE-BOTTOM PLOW

TRACTOR

SPRAYER

AMMONIA APPLICATOR

THE BEST IN U.S. FARM MACHINERY, part of a \$20 million exhibit the Russians saw at Michigan State University, is mobile, mass produced and varied. In most cases each machine can be operated by one man, unlike much Russian equipment which is huge, cumbersome and requires multiman crews. Most of

the items above are refinements of older machines but the electric-powered baler and side baler (center row) are new designs. Tractor (left front) is recent design, does not merely pull but becomes part of several implements. The applicator (lower right) is for the highly potent anhydrous ammonia fertilizer.

Breakfast...



Luncheon...



Dinner...



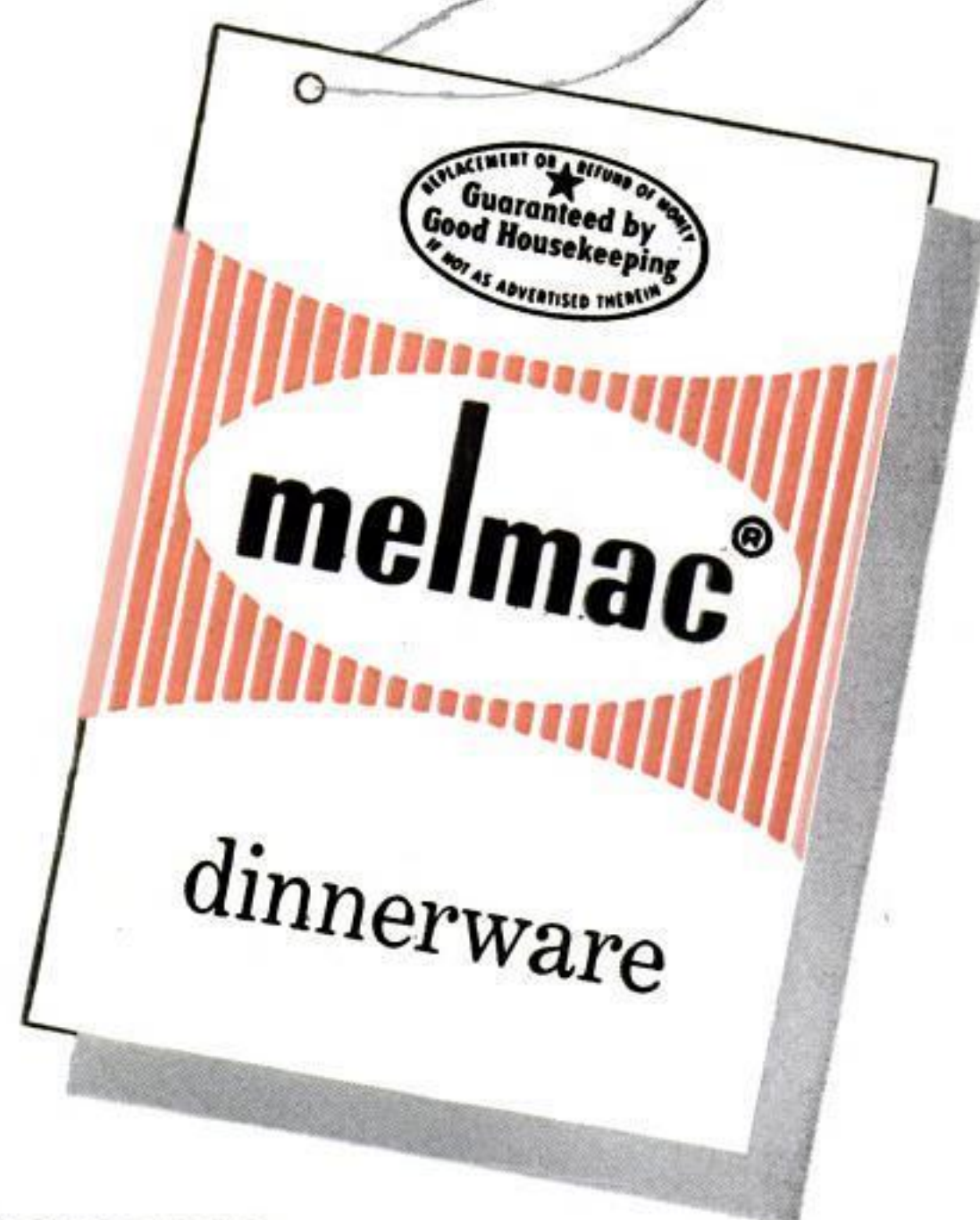
Break resistant melmac[®] dinnerware

is the **QUALITY** dinnerware for all occasions.

Melmac dinnerware is different, distinctive—it has everything, yes, *everything*! It's beautiful, in smart, gay colors and designs to set stunning tables and attractive buffets. And it's so durable and break resistant that manufacturers guarantee it for a full 1095-meal year against breakage.

Melmac is the registered trade-mark of American Cyanamid Company, New York 20, N. Y., supplier of molding compounds to manufacturers who fashion high quality dinnerware in a wide choice of lustrous colors and designs.

This **melmac** tag
is your assurance
of Quality molded
dinnerware!



melmac is quality molded dinnerware,

but not all molded dinnerware is **melmac**

'You coming up here with me, son?'



WEST VIRGINIA COACH ART LEWIS FUSSES OVER FIVE PROSPECTS WHO ARE GUESTS ON VARSITY BENCH AT PRACTICE SESSION. HE LATER GOT ALL OF THEM

COACH'S WILES GET TALENT IN WEST VIRGINIA

The hills of West Virginia each year give a rich yield of brawny young football prospects and to these hills each year come parties of prospectors—coaches and scouts from big colleges out recruiting talent. None has tapped the area so successfully as the home state coach from West Virginia University, a brawny man named Art Lewis, who in the past five years has made nondescript West Virginia into a national football power.

Lewis recruits in the relentless but delightful fashion shown on these pages. Watching high school games, he quivers excitedly when he spots some rangy youth gobbling up ball carriers

on defense. "That kid," he murmurs admiringly, "is a walking dog. Let's talk to him." He also likes "hunters," his term for a player who knocks down his man and looks around for someone else to hit. If a player is a back he asks, "Does he like the briar patch?" meaning the center of the line.

This fall Coach Lewis has gathered into camp a formidable array of hunters and walking dogs. They are freshmen averaging 201 pounds who, subjected to the coach's cracker-barrel wiles (p. 180), found themselves powerless to say no when he hit them with his clincher: "You coming up here with me, son?"



ON HIS SUMMER ROUNDS AT RIVESVILLE, W. VA., COACH LEWIS STOPS TO WOO END DICK RODESKY, WHO LISTENS ALONG WITH HIS FATHER, A COAL MINER

'You don't get talent by accident'



VISITING HOME of Glen Shamblin at Sissonville, Lewis and aide leave fullback impressed as he leads them out. "You don't get talent by accident," Lewis says.



LURING ANGLER, the coach (right) fished near Morgantown, W. Va. with center prospect Terry Fairbanks last summer, finally landed him for West Virginia.

IN SMOCK, PA., HOME OF TACKLE JIM HILLEN, LEWIS FLATTERS THE BOY'S MOTHER: "YOU COOK LIKE THIS AND WE'LL FIND A PLACE FOR YOU UP AT SCHOOL"



CONTINUED

HARRY S. TRUMAN
INTRODUCES HIS MEMOIRS
WHICH START

IN NEXT WEEK'S LIFE

I have often thought in reading the history of our country how much is lost to us because so few of our Presidents have told their own stories. It would have been helpful for us to know more of what was in their minds and what impelled them to do what they did. . . . Very few are ever authorized to speak for the President. No one can make decisions for him. . . . Even those closest to him . . . never know all the reasons why he does certain things and why he comes to certain conclusions.

Harry Truman

THUS, in a perceptive preface, does the 32nd President of the United States set forth the reasons impelling him to write his memoirs—which LIFE will publish in five instalments commencing next week. Like Sir Winston Churchill's monumental *The Second World War*, President Eisenhower's *Crusade in Europe* and the MacArthur story—all of which appeared in LIFE—*The Truman Memoirs* are history from a primary source: the personal record of great events by the men who shaped these events. I know, moreover, that not only will *The Truman Memoirs* make front page news next week but will continue to do so for the succeeding weeks as instalment by instalment appears.

In these first five instalments Mr. Truman tells the story of his first year of crisis as only he could know it from the President's office in the White House. Later, starting in January, LIFE will publish a second series of instalments recounting the subsequent years of his administration.

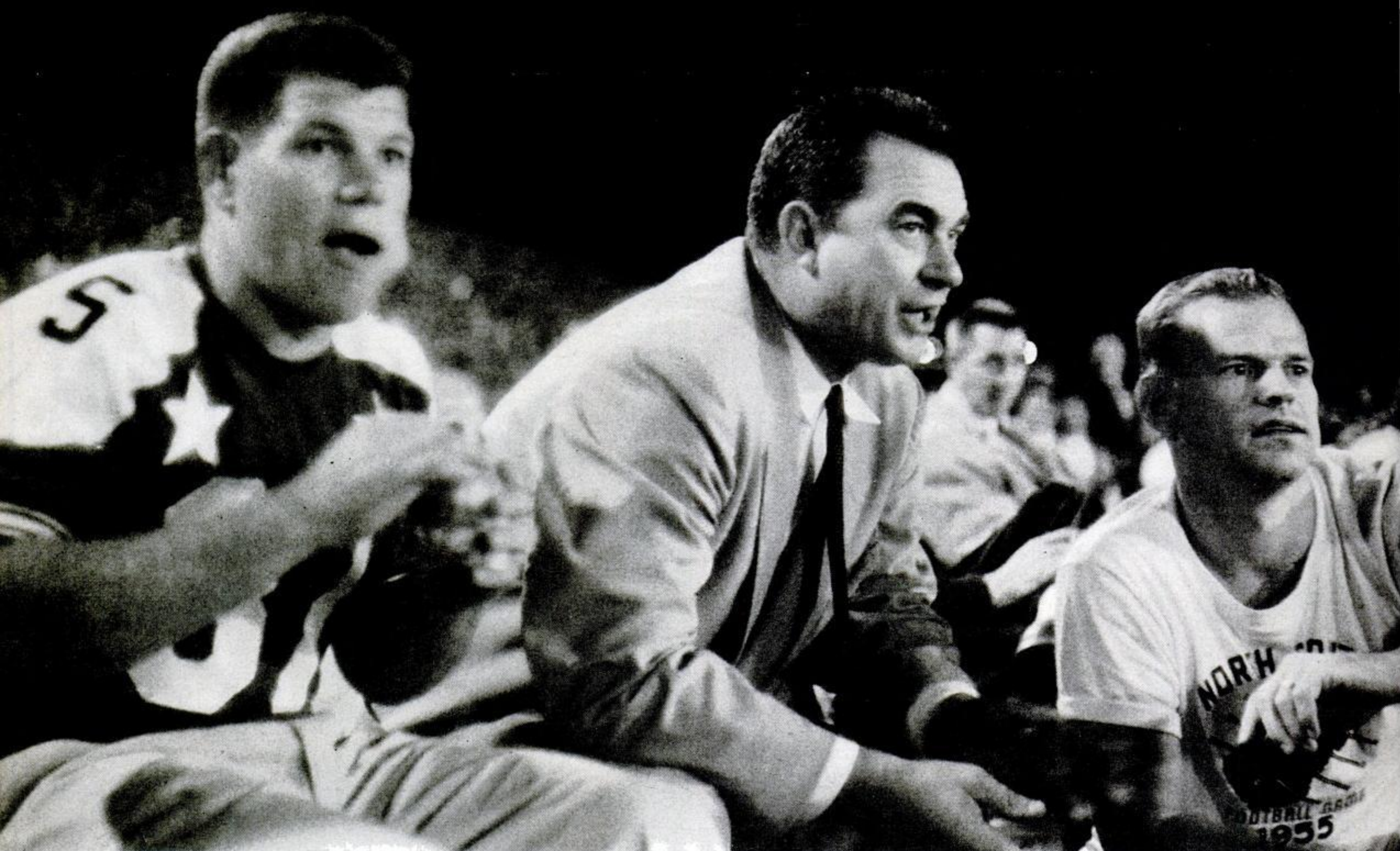
Mr. Truman has recaptured and illuminated seven and a half crowded years of the White House in an individual and uniquely personal way. His story contains not only the great state papers but his description of face-to-face meetings—such as the time when he met Molotov and told him off in his blunt Missouri way. He has also included his letters to "Mamma and Mary," written by his own hand and containing salty and pertinent reflections on matters of the highest importance.

Whatever your politics, whether or not you hold with Mr. Truman's views, I can promise you that for the next five weeks you will find *The Truman Memoirs* in LIFE exciting, provocative and important reading.

ANDREW HEISKELL, *Publisher*

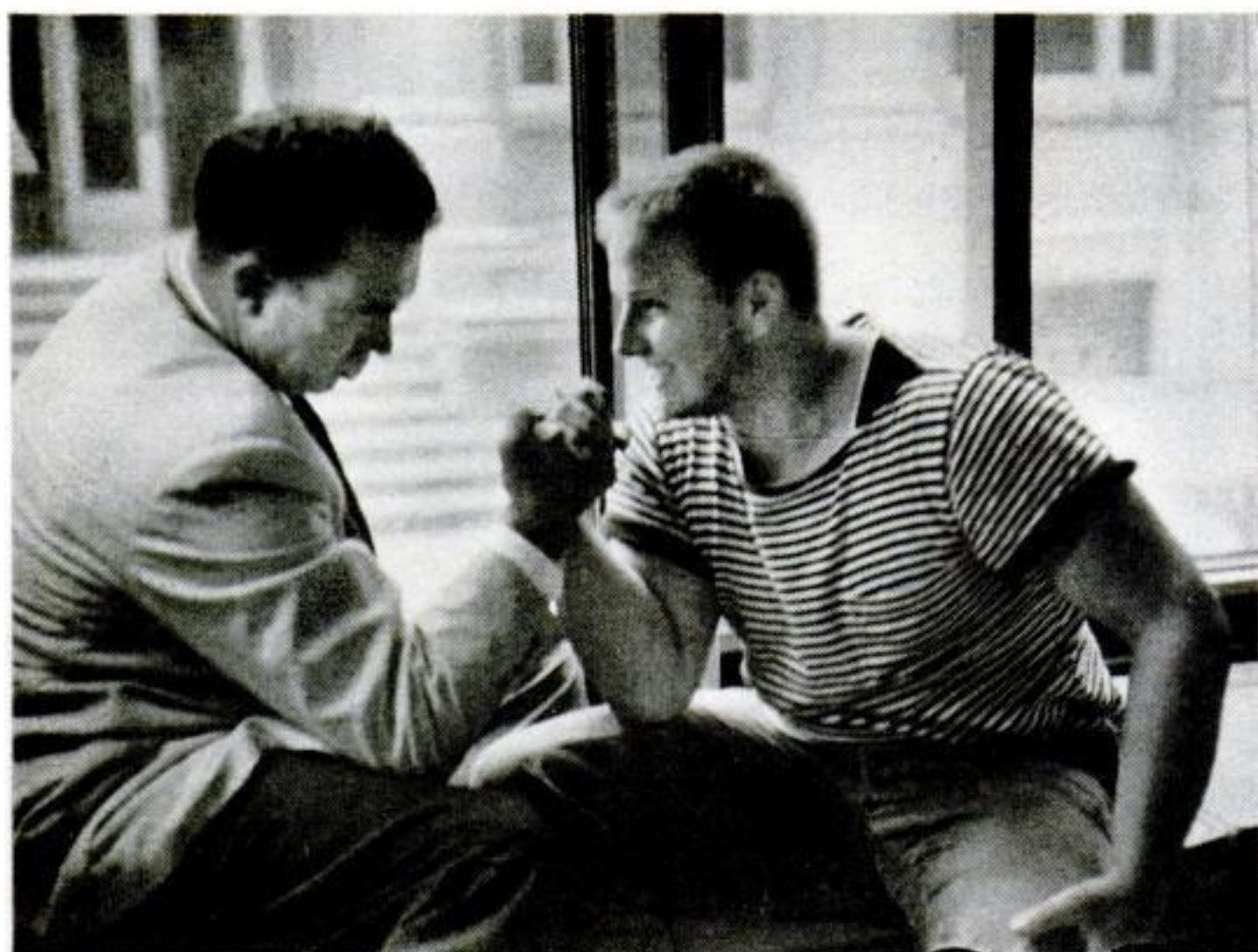


'Your mind is going 90 miles an hour'



MAKING HAY as guest at pre-season high school all-star game at Charleston, Lewis sits next to tobacco-chewing Glen Shamblin (*left*), a player that he got.

KEEPING TABS after the all-star game (*below*), Coach Lewis grins possessively at Steve Edwards and Pete Peters, two of seven boys he wooed from winning team.



IMPRESSING PROSPECT, Lewis beats Edwards at Indian wrestling. "To keep from saying something wrong," he admits, "your mind is going 90 miles an hour."





AN ORIGINAL PAINTING FOR FRISKIES BY HARRY ANDERSON (FOR A FULL-COLOR REPRINT SUITABLE FOR FRAMING, SEND 10 CENTS AND ONE FRISKIES LABEL TO FRISKIES, BOX 525, HOLLYWOOD 28, CALIF.)

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Calvert Satisfies

like no other whiskey

It's smoother going down

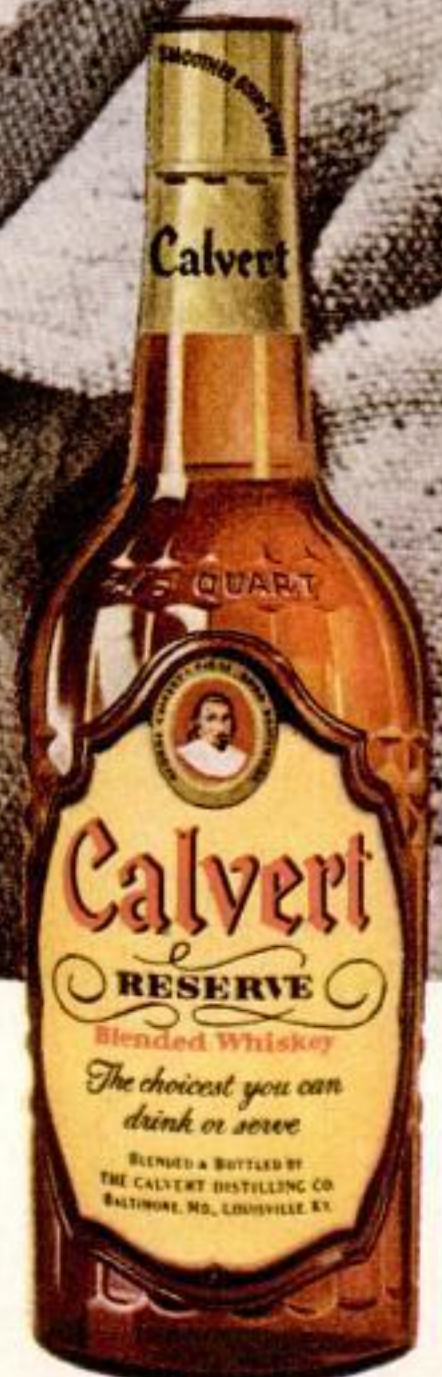


With your very first swallow, you will realize that Calvert has a quality that sets it apart from all other whiskeys.

That quality is smoothness...a wonderful *smoothness going down* that lets you enjoy Calvert's deep

mellowness and fine whiskey flavor to the fullest.

Today . . . let your own taste tell you why millions have switched to Calvert, now one of the world's two largest-selling whiskeys. Ask for Calvert by name at your favorite bar or package store!



Try the new Calvert "Lo-Ball." It's tastier, less-filling!

BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS COMPANY, NEW YORK CITY

'I hung on to the boys that I wanted'



COACH LEWIS PEPS UP RUGGED RECRUITS BEFORE THE FIRST SCRIMMAGE. BIG STEVE EDWARDS (51) ALMOST WENT OVER TO KENTUCKY AT THE LAST MINUTE, WAS WOODED BACK

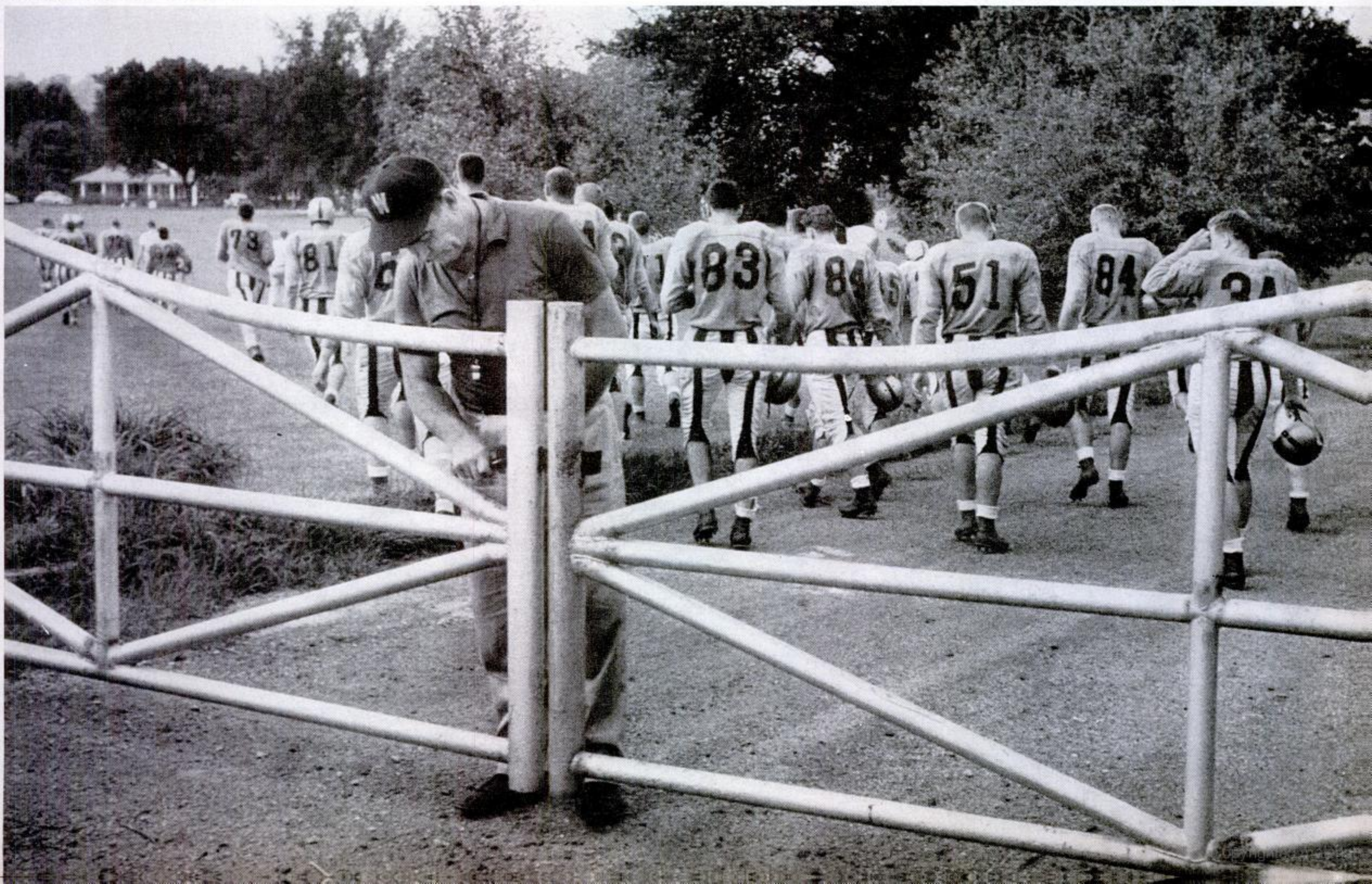


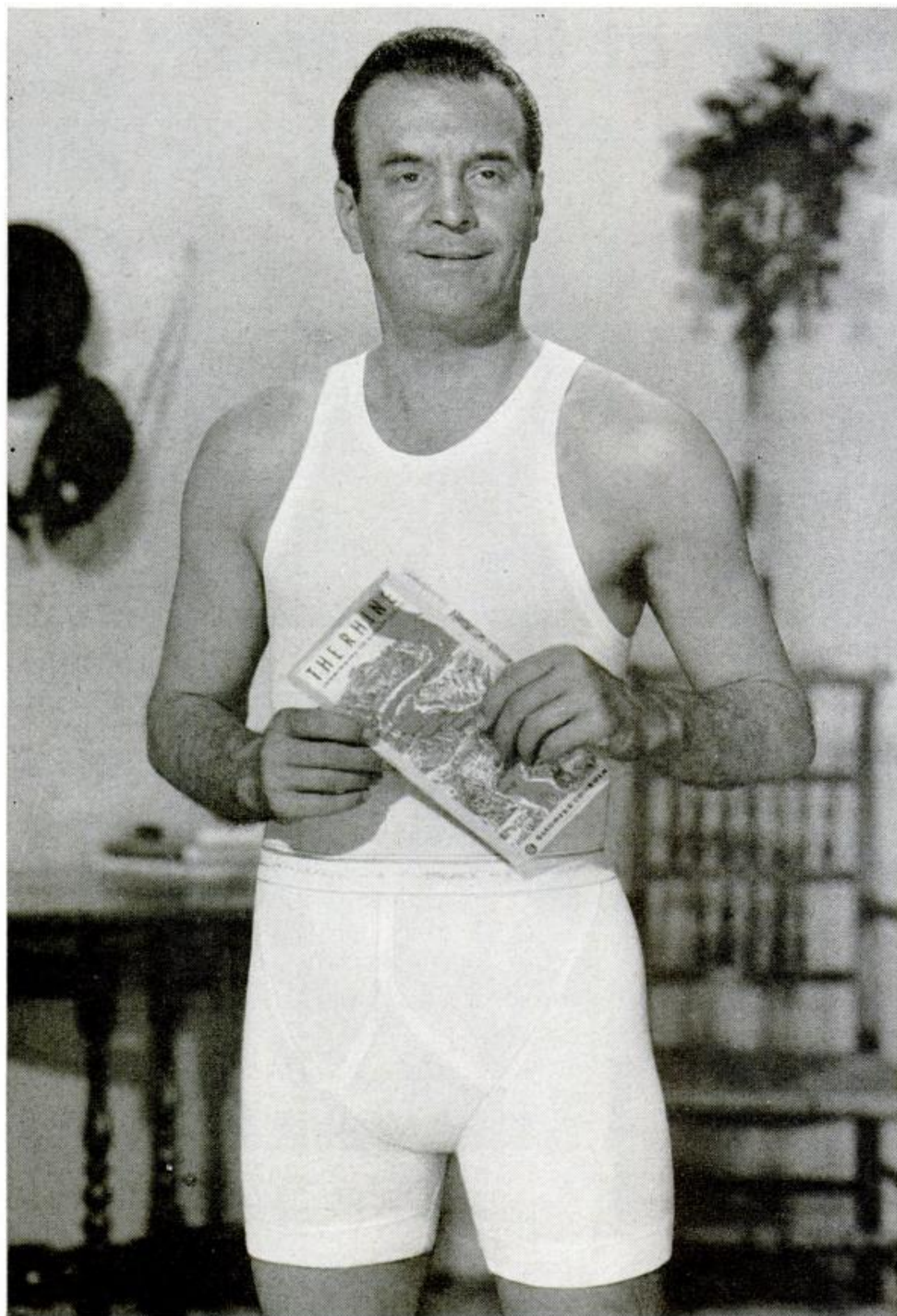
ROOKIE TACKLE Jim Hillen (facing camera) plows solidly into a varsity lineman after hearing a fellow recruit say, "It's a good thing that we're tough."



WEARY RECRUITS Jerry Kenney, Jim Hillen (both 74) and Matt Menas (right), having lost some of their initial steam, discuss varsity blocking after scrimmage.

AFTER FIRST WORKOUT COACH LEWIS PAINSTAKINGLY LOCKS GATE BEHIND SQUAD. ALTHOUGH HE LOST TWO RECRUITS, HE SAYS, "I HUNG ON TO THE BOYS THAT I WANTED"





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TALENT COLLECTOR CONTINUED

'YOU CAN'T LET A BOY OUT OF SIGHT'

Coach Art Lewis adds an artistic flourish to the grim, competitive business of recruiting talent. Last fall with 35 colleges trying to steal a prime West Virginia-bred back right out from under his nose, the coach gave a masterful demonstration of his genius.

Gravely he led the boy to an inner office, sprawled thoughtfully on the desk for a moment then spoke in a voice heavy and confiding. "Don't you listen to that fast talk from those other guys," he began. "I'm coming after you, boy. You belong up here with me." The boy nodded, softly cracking his knuckles as he listened, and the coach went on.

"They'll promise you a convertible and coeds hanging all over you and, boy, when you get down there you'll find there's no top on the car and not a coed in sight. You aren't buying a pig in the poke with me. A four-year scholarship and we take care of you if you're hurt. I'll see you make out with the books too. I'll be hanging over your shoulder. A boy with your speed can make this ball club."

The boy nodded again and then asked an anxious question: "They say you might make me into a guard. Any chance of that?" The coach sat stark upright and his whole attitude changed. His booming laugh shook the room. "Boy," he shouted, "they've got an insane asylum in this state packed with coaches who make backs with your speed into guards."

Such extremes are not often necessary. Although his school can offer a boy only board, room, tuition, books and \$15 a month, the coach keeps ahead of out-of-state bidders without direct pressure. He prefers gentler methods. On the road, talking to mothers and fathers of football prospects, he drips with diplomacy.

"If Art goes into a family of Slavs," says one admirer, "he doesn't exactly say he's a Slav, but you get the idea he is during the conversation. Then he gets out to the kitchen with mama, and whatever she's drinking it's his favorite drink, and whatever she's making it's his favorite food, and when he's through the old man says, 'Joe, you go with the coach. To hell with those other guys and their hundred bucks a month. We don't need a tractor that bad.'"

Coach Lewis has mastered the politician's trick of remembering names and faces. He is an accomplished gossip and is never too busy in his tours of West Virginia's farms, factories and coal mines to stop for a homey chat. His approach to high school prospects he does not know is standard. "Where you from, son?" he asks first.

Once he knows the boy's home town he has something to work on, for Lewis can usually name a creek or hollow nearby. Then he asks, "What's your daddy do?" The boy usually warms up after that and then he asks, "You as rough as they say you are?" With that the coach, an old coal miner and pro football player, is apt to grab the kid and commence a mock wrestling match, softening him up for the inevitable: "You coming up here with me, son?"

Occasionally, as happens to even the most expert of anglers, one gets away. A few years ago Lewis spent most of one summer playing golf with a prize prospect just across the state line in Pennsylvania. One of his assistant coaches even caddied for the kid—and the ingrate showed up at Pittsburgh that fall. But all he had to do to get Bruce Bosley, star tackle and potential All-American this season, was ask him how about coming up for football next year, and he said sure. "You call that recruiting?" asks Lewis.

Once he has his recruits in the fold there is still a highly vulnerable period during August when he has to fight to keep them there. It is the time of West Virginia's all-star high school game at Charleston two weeks before fall practice opens. Sniffing good red meat, representatives from Maryland, Tennessee, Kentucky, South Carolina and Cincinnati puffed into town this August. Whenever any of them talked to one of his prospects Lewis promptly brainwashed the boy. "They're all around but you can't see them," says Lewis of his rival recruiters. "They don't come out by daylight. They sneak around and bite like dogs."

Until registration makes his recruits formal students at the University of West Virginia this week Art Lewis will not relax. If a kid does not report on time for practice he often sends an assistant to track him down. "You can't let a boy out of sight, even to kiss his aunt goodbye," says Coach Lewis with a scowl. "The aunt may be on the wrong side of the fence and you wind up losing the kid."

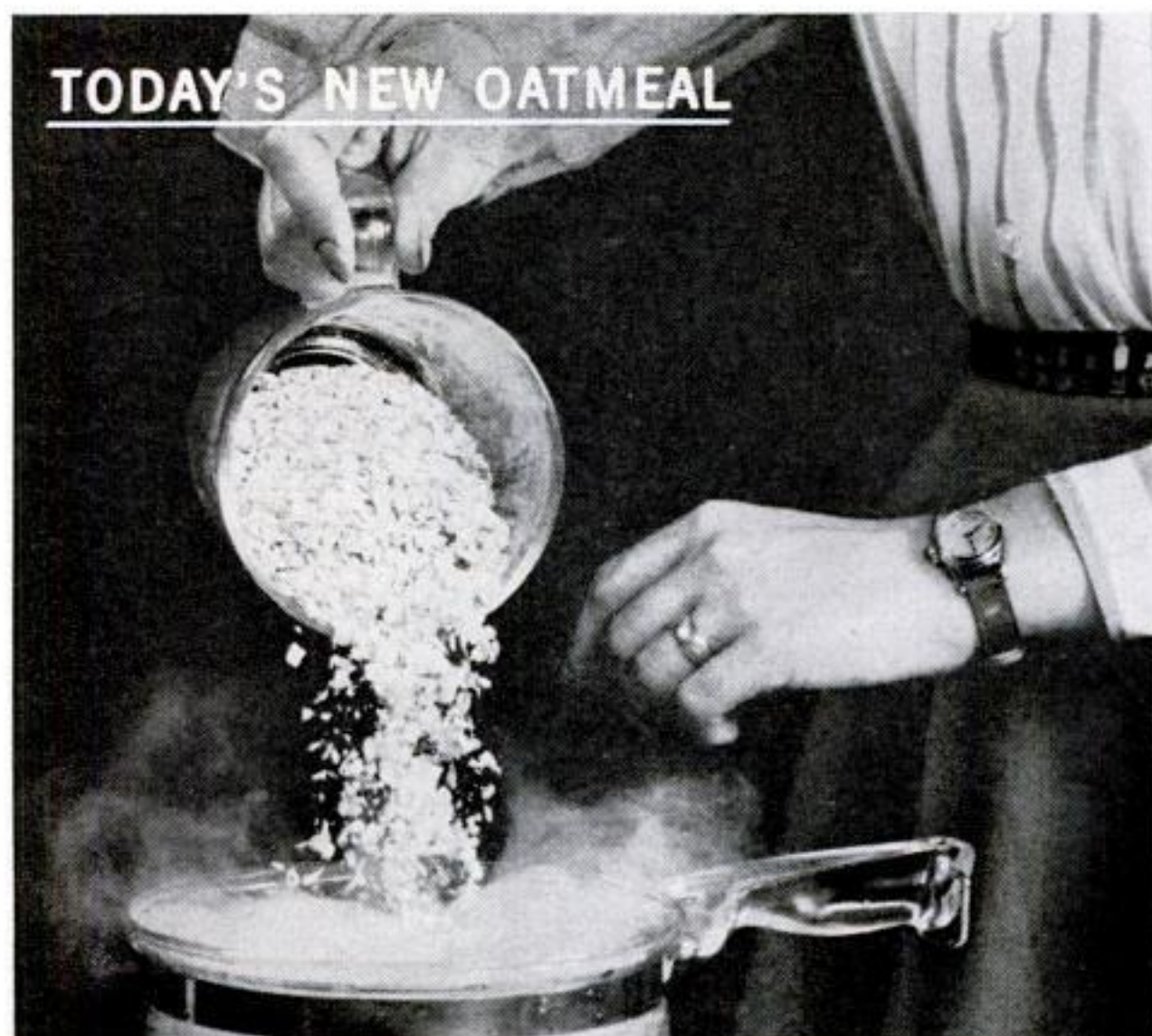
Quaker develops new oatmeal that cooks completely in just one minute

**NEW PRODUCT TASTES SMOOTHER, CREAMIER...AND ITS
HIGH-PROTEIN CONTENT CAN HELP YOU CONTROL YOUR WEIGHT**

Quick as coffee—that's today's new oatmeal. Cooking time has been cut to just 50-60 seconds with the *new* Quick Quaker Oats, or *new* Quick Mother's Oats (which is the same high-protein oatmeal).

The new oatmeal is smoother. Has an extra creaminess that especially appeals to children. The oat flakes have simply been rolled thinner for quicker cooking. All the nourishment of oatmeal, all the traditional oatmeal flavor, is there.

Today's high-protein oatmeal has special significance for those who want to *gain* weight . . . or *lose* it. Protein is a key to weight-control. It is



the fundamental "must" for *building* up strong bodies, good red blood. At the same time, a diet high in protein is essential for those who need to lose weight. Protein raises the blood-sugar level, helps keep appetite inactive. It cuts down hunger—while supplying needed strength and energy.

Due to its high-protein content, *new* Quick Quaker or Mother's Oats can help to correct *either* kind of weight-control problem.

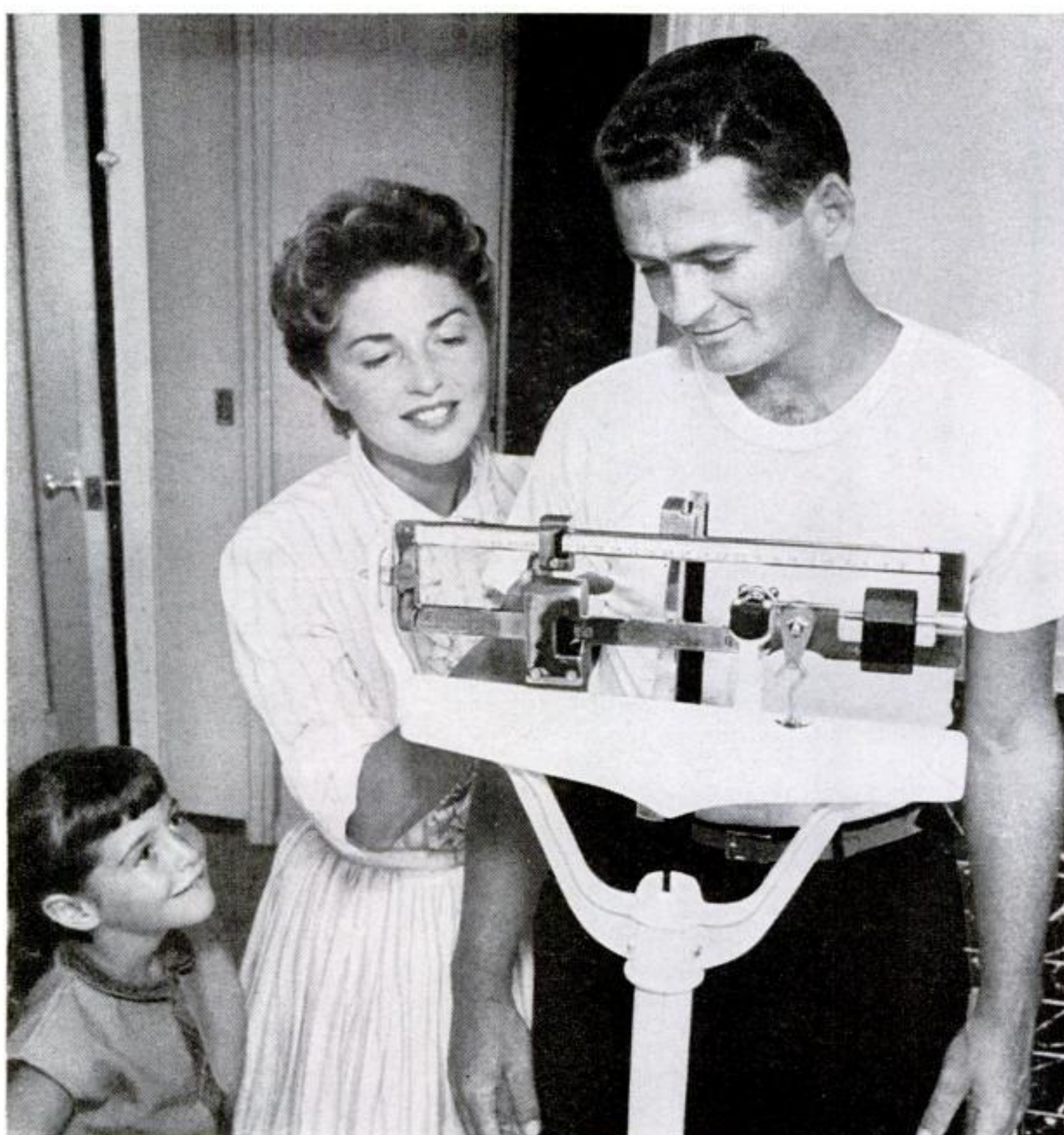
For those who prefer the taste and texture of old-style oatmeal, *Old Fashioned* Quaker or Mother's Oats cooks in a mere 5 minutes.



ALL-MORNING ENERGY, for work or play is provided by a single bowl of hot, creamy oatmeal. Oatmeal supplies more stamina, more energy than any other whole-grain cereal . . . and a serving of Quaker or Mother's Oats costs about 1¢.



PAN RINSES INSTANTLY when oatmeal is prepared properly. Just keep pan tightly covered, before and after serving, until ready to wash. It will rinse clean, without scouring.



WEIGHT-CONTROL SECRET is food high in protein to curb appetite, maintain stamina. And oatmeal supplies *far more protein* than any other leading cereal. Bowl of oatmeal, with sugar and milk included, contains only 210 calories . . . yet supplies 9 grams of protein.

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START THE DAY RIGHT—No one wants to go out to face the world when he gets up with a dull, headachy feeling. The thing to do on a bad morning like this is to take two Bayer Aspirin tablets right away. Your headache should be gone—and you should be on the way to having a *good* day—even before you sit down for breakfast.



MAKE YOUR WORK EASIER—Whether you work at home or away, it's a lot harder when you're troubled by pain, such as aching muscles, neuralgia or neuritic pain. That's why so many people keep Bayer Aspirin handy. Two Bayer Aspirin tablets bring relief almost before you know it... help you work better and enjoy it more.



BEAT AFTERNOON FATIGUE—Many women who find that housework leaves them tired, irritable and headachy, are helped this easy way. Take two Bayer Aspirin tablets to relieve your headache... sit down for a few minutes... put your feet up... and *relax*. It's amazing how soon you're feeling better—ready to enjoy your evening.



SLEEP NATURALLY—When you can't sleep, the reason may be a low level physical distress—one so minor you can't put your finger on it. In this case, Bayer Aspirin will relieve it *quickly* and help you sleep naturally. Bayer Aspirin also does the trick when you're kept awake by pains such as backache, headache or aching muscles.

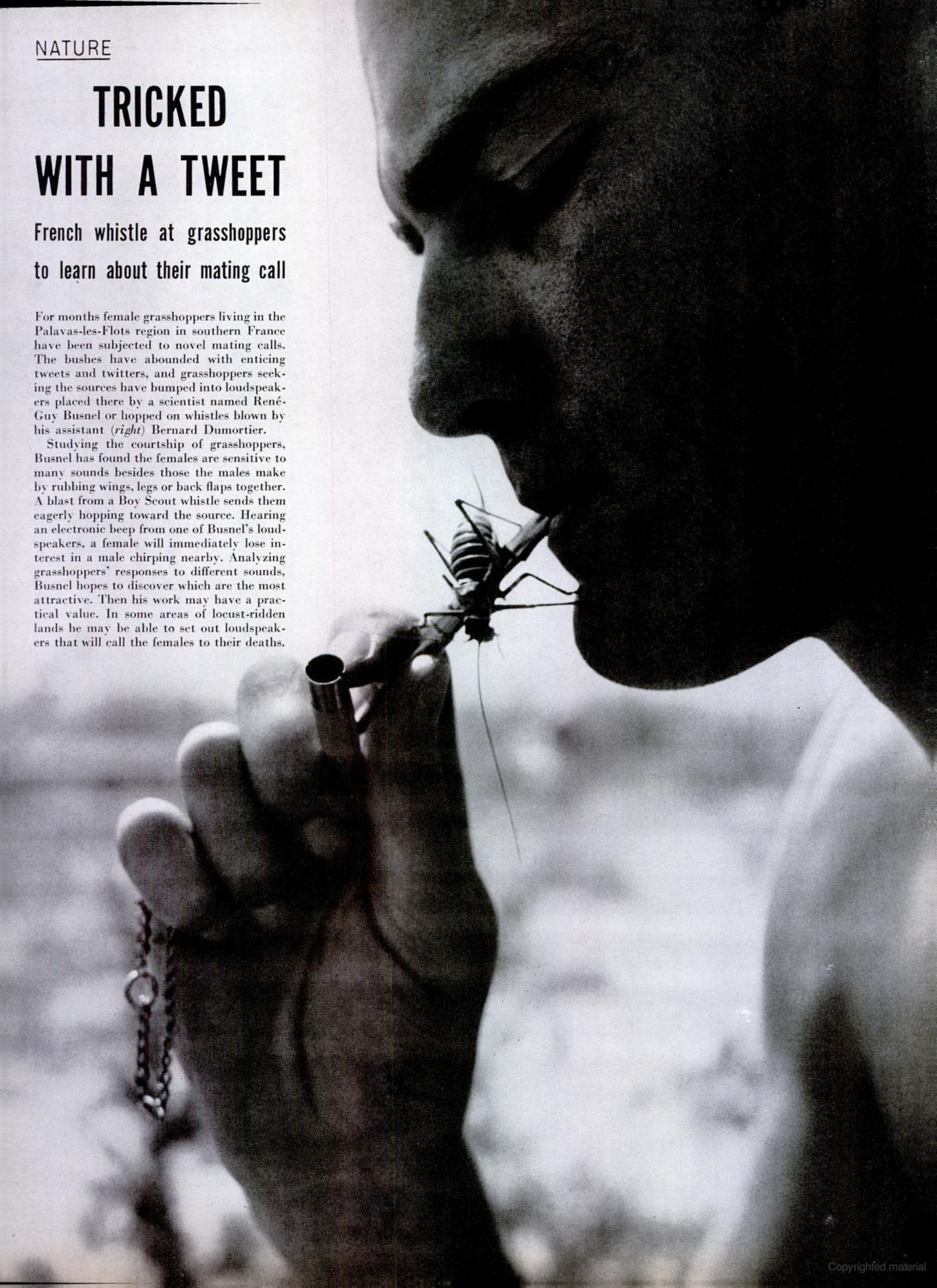
You can take Bayer Aspirin any time...
because no one has ever discovered a safer, faster, and
more effective pain relieving agent. It is used by millions more
people than any other pain reliever—without stomach upset!
Feel Better Fast—Get BAYER ASPIRIN

TRICKED WITH A TWEET

French whistle at grasshoppers
to learn about their mating call

For months female grasshoppers living in the Palavas-les-Flots region in southern France have been subjected to novel mating calls. The bushes have abounded with enticing tweets and twitters, and grasshoppers seeking the sources have bumped into loudspeakers placed there by a scientist named René-Guy Busnel or hopped on whistles blown by his assistant (*right*) Bernard Dumortier.

Studying the courtship of grasshoppers, Busnel has found the females are sensitive to many sounds besides those the males make by rubbing wings, legs or back flaps together. A blast from a Boy Scout whistle sends them eagerly hopping toward the source. Hearing an electronic beep from one of Busnel's loudspeakers, a female will immediately lose interest in a male chirping nearby. Analyzing grasshoppers' responses to different sounds, Busnel hopes to discover which are the most attractive. Then his work may have a practical value. In some areas of locust-ridden lands he may be able to set out loudspeakers that will call the females to their deaths.

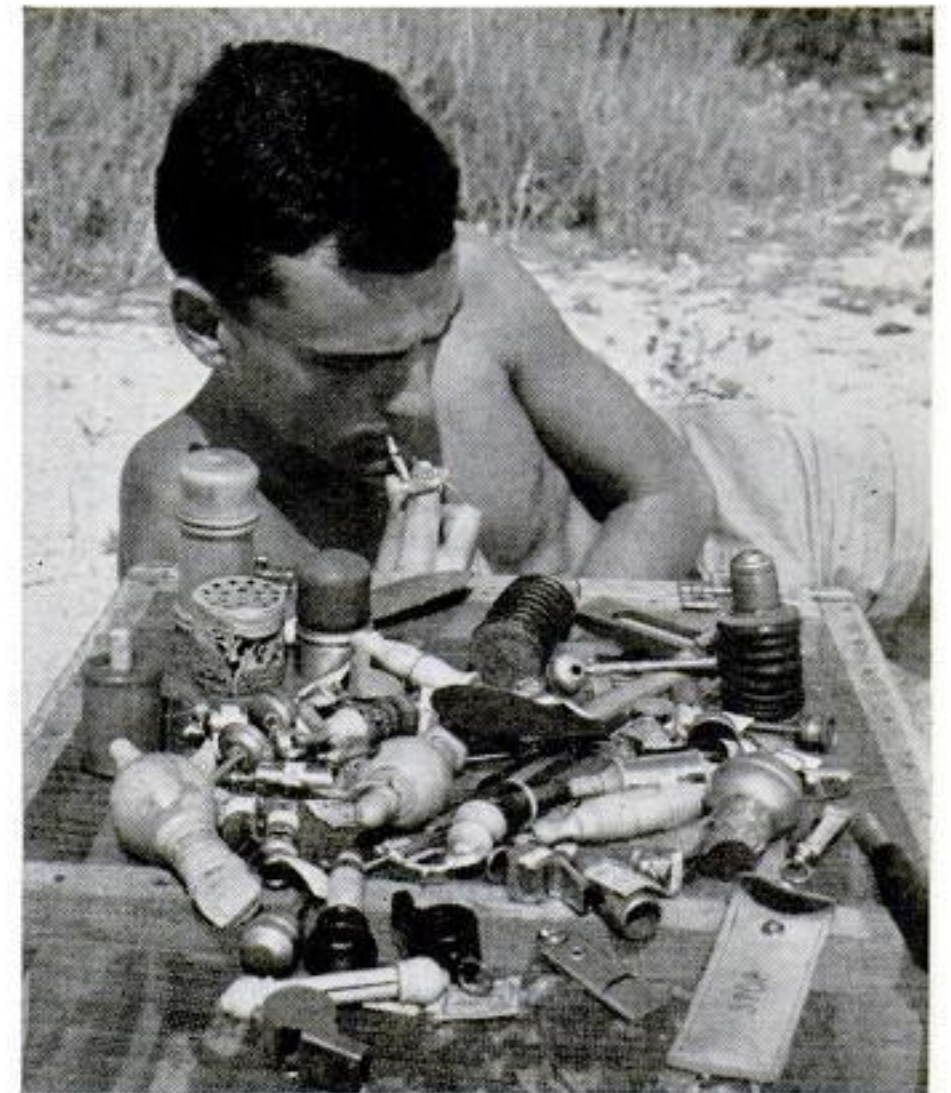




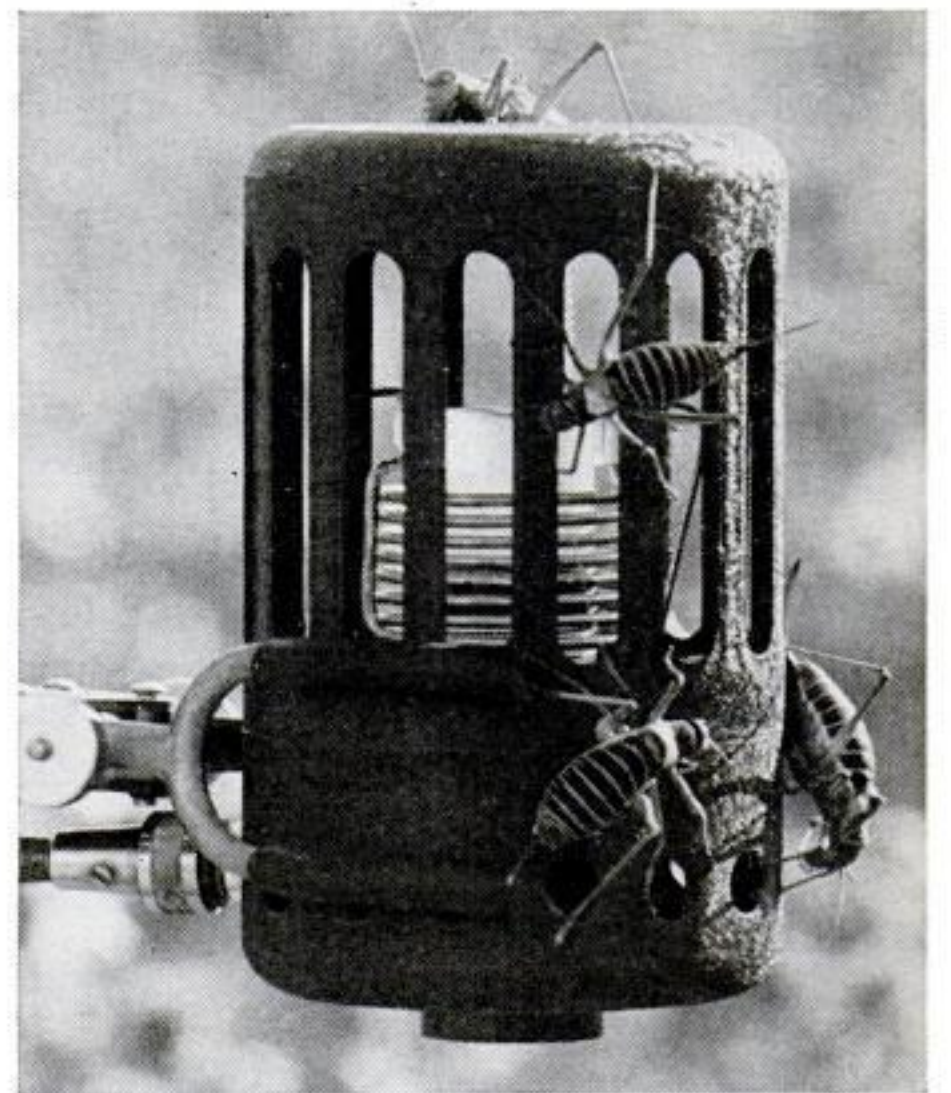
VIBRATING FLAPS on male's back produce song as they rub together. Shield helps to project sound.

SEDUCTIVE SOUNDS from a loudspeaker draw females, who hear through openings in front legs.

Tricked with Tweet CONTINUED



WHISTLE COLLECTION, which includes many bird calls, is examined by assistant, Dumortier.



SEARCHING FEMALES invade microphone. They ignore soft noises, are drawn to piercing sounds.



SOUND LABORATORY, inside a truck, contains equipment for recording and analyzing insect noise.

How to avoid dry, unruly "wildcat hair"



New greaseless way to keep your hair neat all day

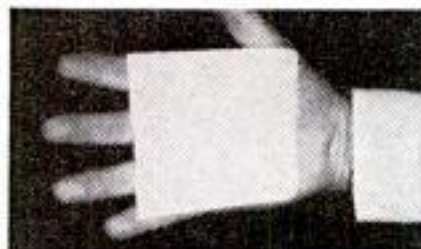
Hunting for a greaseless hair tonic?

New Vitalis tames hair with V-7, the unique grooming discovery that's not a mineral, vegetable or animal oil. You can use it every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis protects your hair and scalp handsomely from annoying dryness. And tests show it kills on contact germs many doctors associate with infectious dandruff.

Try new Vitalis with V-7. You will like it.
(And your mate will purr with pleasure.)

NEW VITALIS

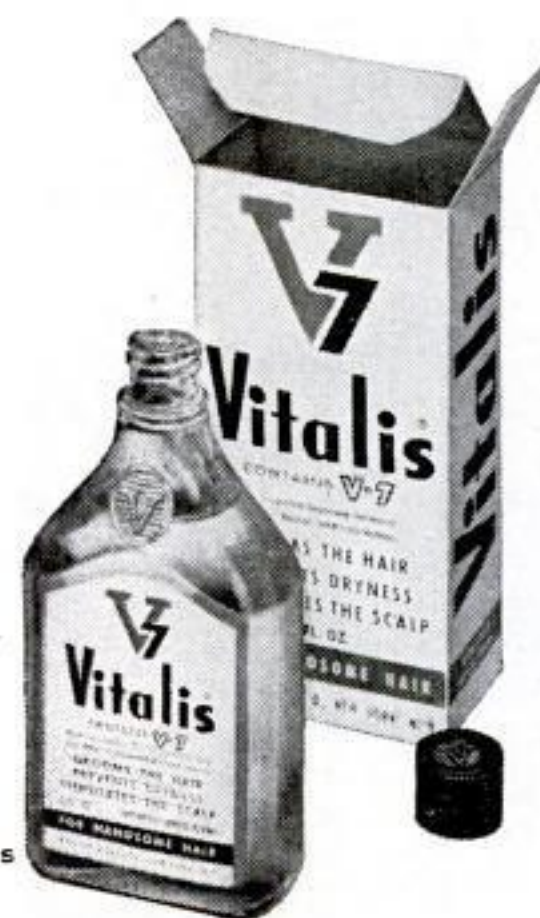


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"TISSUE TEST" PROVES GREASELESS VITALIS OUTDATES MESSY OILS. In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

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Hair Tonic
WITH V-7®

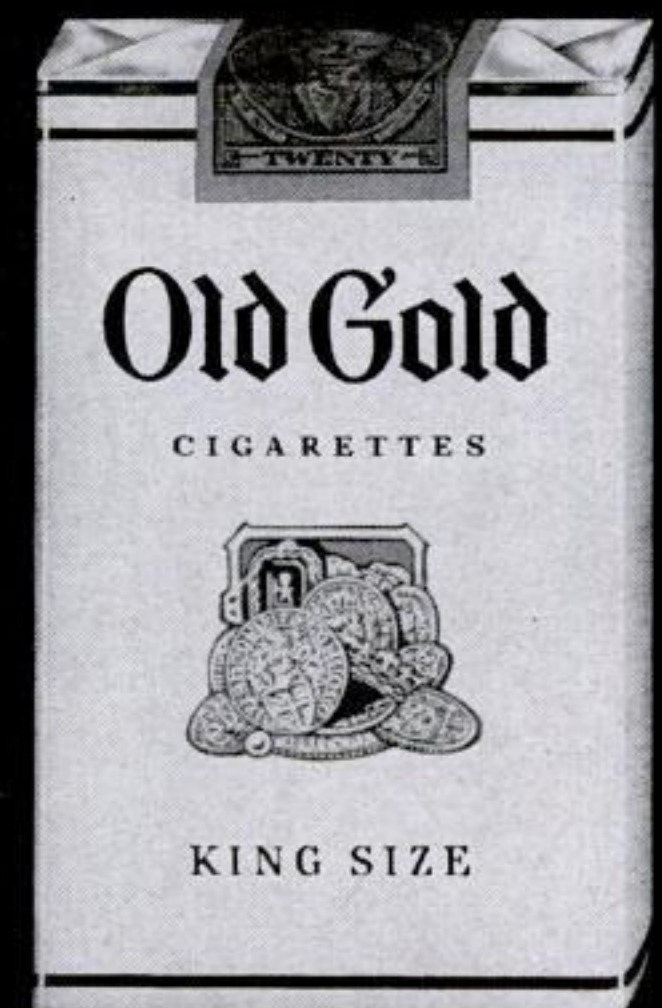
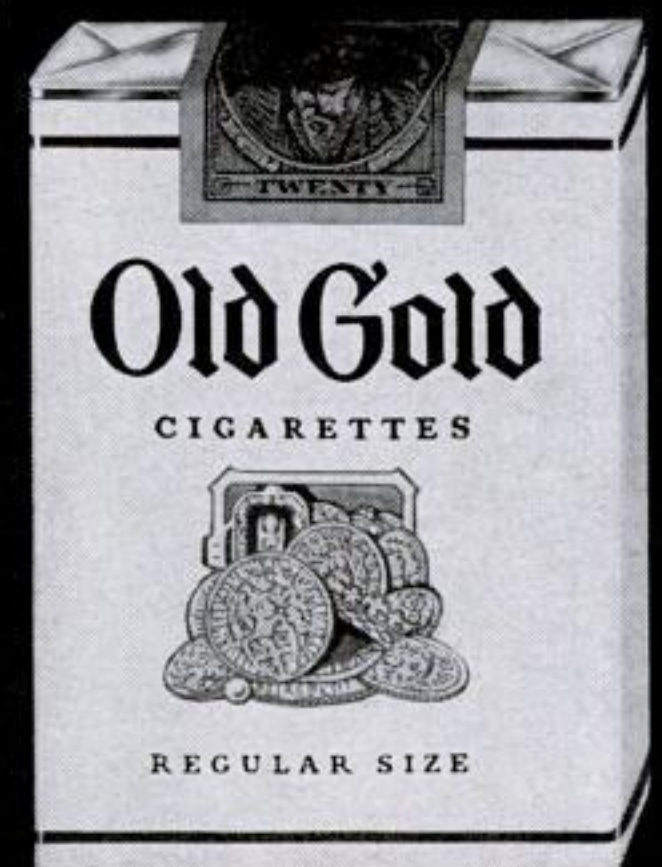


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Every easy draw will tell you, *a true tobacco treat*. Tastes so good you'd never know it's a filtered smoke! Full king size. Popular filter price.

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"Filter Kings" is a trade-mark of the P. Lorillard Co.

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taste right all day long

MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



DEGREES BY THE DOZEN ON

By 'character-strengthening' hard work, the Louis Martins give their 12 children

TO Mr. and Mrs. Louis Martin, who live on a small farm near Princess Anne, Md., an incident that happened last week would seem routine were it not for the fact that it is the culmination of an extraordinary achievement. The Martins' youngest child, Grant Bartholomew, age 21, registered for his senior year at Maryland State Teachers College in Bowie, Md. What made an exception of this seemingly ordinary September event was the fact that completion of Grant's senior year will swell the total of college graduates among the Martin children to 10 and the number of degrees to 13, three of which are master's.

This record is one which even an affluent family could consider remarkable. But for the Martins the record approaches the miraculous since Louis Martin, who is 66, has worked most of his life at a salary not in excess of \$80 a week—and a good deal of it for only \$30.

The Martin parents have always believed in one thing above all,

namely: "Life is a struggle. But it is good to have a struggle. It strengthens your character." This is a theme many philosophers have challenged, but the Martins are one brilliant case for the affirmative. The feat would never have been performed at all had not they—and their children as well—been able to endure almost continuous life-long doses of character-strengthening.

Louis Martin's character-strengthening started almost at infancy. His father died when Louis was 3, and shortly after that he was helping his mother support the other five children. When Louis was 10, his mother died too and the boy was deposited in the Eighth Ward Settlement House in Philadelphia's industrial section. Despite its rather forbidding name, this institution in no way resembled the classic *Oliver Twist* orphanage depicted by Dickens. Supported by a businessman named William Frazier, the settlement house was conducted by Miss Frances Bartholomew, a young Philadelphia Main



THE MARTINS gather for one of their frequent reunions at parents' "Happyland" home. Back row (left to right) are Walter, 35; Don Russell (June's husband); Thelma (Elbert's wife); Elbert, 26; Jewel, 28; Lois (Harry's wife); Harry, 30; Charles Briggs (Justelma's husband); Perry Milton Jr., (Mary's husband). Second row: Rose (Walter's wife); June, 31; Mrs. Martin; Mr. Martin; Lourene, 38; Justelma, 24; and Mary, 36. Martin children missing from picture are Louis, Martha, Oswald, Grant. Twelve of 16 grandchildren are in picture.

HEAD OF FAMILY, Louis Martin, looks considerably younger than his 66 years despite a life of hard work. He now spends his days tending his farm and grandchildren.

\$40 A WEEK

college educations by WILLIAM BRINKLEY

Liner who had scandalous ideas, for the year 1899, concerning the upbringing of orphan children. "Ma Thol" took her orphan charges to operas and taught them to waltz and two-step. On two subjects she had really fanatic views. It was upon the intersection of these two subjects that Louis Martin was to make his life.

"Now, you children *must* get an education," Miss Bartholomew was incessantly telling her orphans. "And by education I mean *all* the education you can get." Her other bug was that city children should get out of the city. In the summers she hustled them off to a large farm near Willow Grove Park owned by "Daddy" Frazier, who had set aside a stone house called "Happyland" for the children. Before his first visit to Happyland at age 11, Louis had never spent an hour outside Philadelphia. Inhaling his first deep breaths of unsooted air was the equivalent for him of a high school girl's first slug of champagne. "I felt as if I was running on air," he recalls.

CONTINUED





"I never forget my morning Sunsweet"

Drinking prune juice can sure make you feel good all day. Especially if it's the very best prune juice—Sunsweet. Here's why:

Only Sunsweet has the same amount of gentle natural laxative in every glass.

Only Sunsweet tastes so good...it's pure prune juice, never diluted or sweetened.

Only Sunsweet is so popular...outsells all other brands combined.



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AMAZING LIPSTICK BEAUTY AT AMAZING SAVINGS!

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"TRIPLE-STAY" LIPSTICK

SOLD ONLY AT CHAIN VARIETY 5 & 10¢ STORES

only **39¢**
KING SIZE
Golden Spiral Swivel Case
Also 15¢ and 29¢ Sizes

A QUICKER, BETTER SHINE

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YOUNG LOUIS (second from right) was in "soldier guard" of settlement house children at first Happyland farm. Guard was "to ward off any danger."

THE MARTINS CONTINUED

By going to night as well as day school under Ma Thol's prodding, Louis was ready at 19 for Hampton Institute in Hampton, Va., where he majored in agriculture. He was a bright student and after graduation found himself with several job offers. Some were relatively comfortable teaching positions. But the one that promised the least comfort interested him most.

This job, under the University of Maryland extension service and the U.S. Department of Agriculture, entailed working with the Negro farmers of the Eastern Shore of Maryland, getting them to use scientific farming methods and improve their living conditions. Farm extension work was new in those days and farmers resented "young educated foreigners" who tried to teach them what they had been doing all their lives. Louis would be the state's first Negro county agent and his province would be vast—the entire Eastern Shore, nine counties stretching some 125x40 miles from the Chesapeake Bay to Delaware and the Atlantic Ocean. Four hours after he was offered the job Martin took it.

He married Irene Polk, one of 10 children in an Eastern Shore family. She had worked her way through a home economics major at Hampton over the objections of her mother who did not think it worthwhile since she had not gone to college herself. Martin had bought a Model T and the newlyweds took off for Princess Anne, Md. and Martin's \$1,000-a-year job.

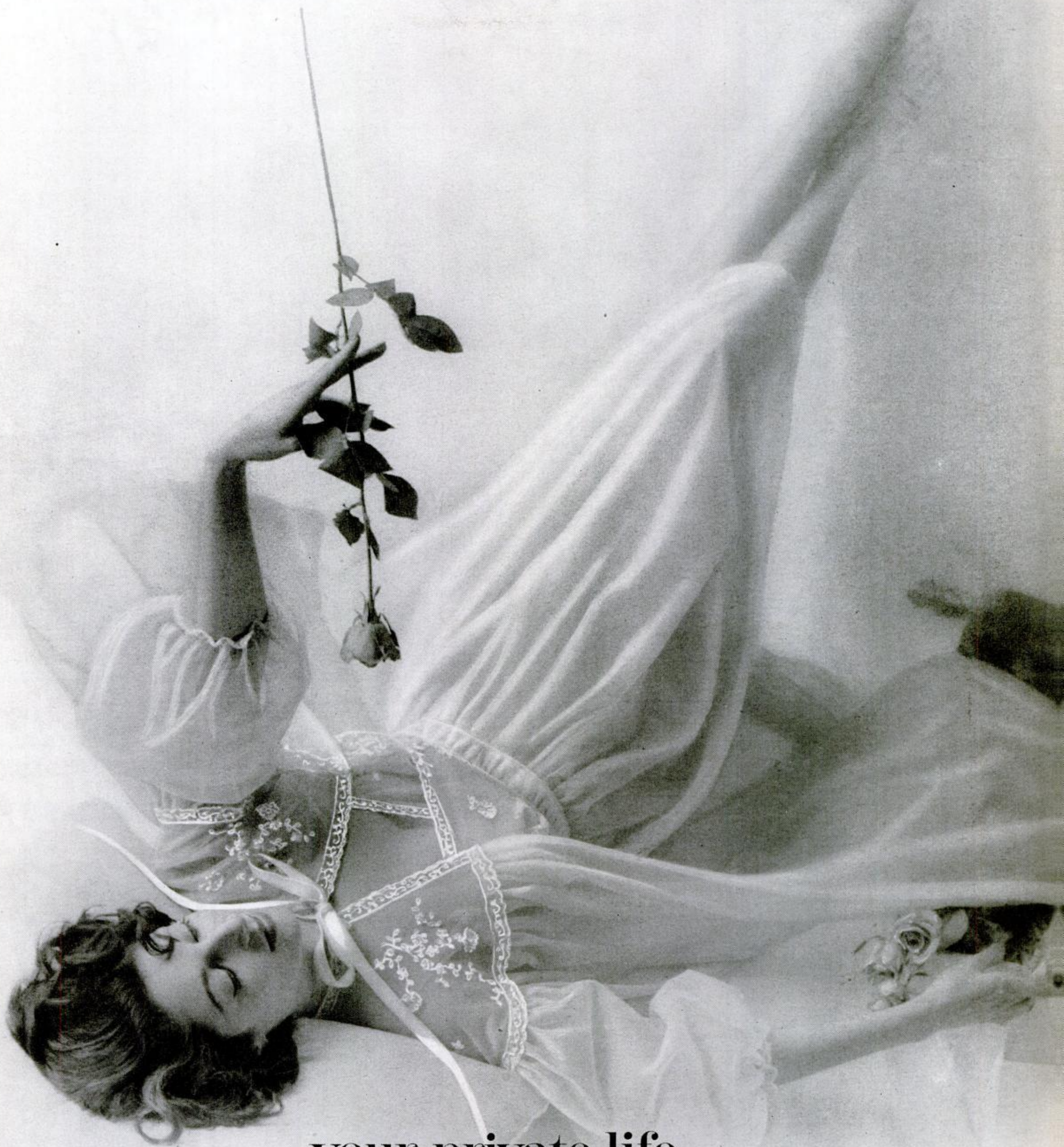
On the Eastern Shore in 1916 most of the Negro farms were on the brink of ruin. The crop yields were fantastically low. An average acre of corn yielded a miserable 19½ bushels, an acre of sweet potatoes only 16 bushels. The hogs were scrub razorbacks. Mongrel chickens laid when they felt like it. Rags or old coats were stuck in place of windowpanes, brush grew around the houses, the yards were littered with tin cans.

When Martin arrived the farmers were in a state of panic. Hog cholera, a disease for which the farmers knew no remedy, was ravaging the shore. Hogs were dying by the thousands. The cholera had spread to the farm adjoining Colonel Harry Waters', a lawyer, a "Princess Anne blueblood" and a gentleman farmer. The colonel heard that a Negro county agent had just arrived, and sent for Martin, who told him about the new serum which had been successful in preventing cholera—Martin had used the serum on pigs at the Hampton farm. Soon Louis Martin was shooting the colonel's shoats and brooding sows with serum. When several days passed and none of Colonel Waters' hogs developed cholera, the word of this magic spread through the countryside. No one spread it more eagerly than Colonel Waters himself.

Overnight Louis Martin became the most sought-after man on the shore. Assisted by the "Hog Cholera Minute Men" which he organized—teams of farmers whom he taught to administer the serum—he inoculated thousands of hogs and the epidemic was broken.

This success put Martin high in the graces of the farmers of the Eastern Shore. Shortly his happiness was doubled. At Hampton, Mr. and Mrs. Martin had decided that they would have one dozen children and that each of them should go to college. The day before Independence Day 1917 they were off to a running

CONTINUED



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THE NEWLYWEDS, Louis and Mrs. Martin, sit in field by a proud possession: Model T Ford with which Martin made his rounds among the farmers.

THE MARTINS CONTINUED

start on at least the first section of this ambitious program. Louis Frazier Martin was born, followed 10 minutes later, to the Martins' surprise, by Lourene Frances Martin. Like all the children, Louis and Lourene were born at home for reasons of economy. For the same reason Martin, as he did with all of them, served as hot-water carrier and general assistant.

The happy Louis Martin set out with great enthusiasm to change the fast-fading land. On the wave of the proof furnished by the hog cholera serum, he visualized sailing right in and inducing the farmer to use modern methods all the way around.

He was quickly set to rights. Up and down the land, a familiar figure in his Model T stopping off at farms, Martin gave his pitch about rotation, seed selection, liming, tree pruning and purebred lines. Up and down it he found himself smack against a phenomenal prejudice. With their hogs the farmers had been desperate, but all this new-fangled stuff was something else. He was a foreigner; and what was worse, a young foreigner; and what was worst, an educated young foreigner.

For a year he experienced nothing but defeat. The nation had gone to war. Prices soared but Martin's salary kept its low-slung course. One night after he had come in at 1 o'clock in the morning from a farmers' meeting, Martin and his wife sat over an oil lamp in their kitchen at Princess Anne.

"My salary is so small," Martin began to talk, "and we can't begin to get all the things we need—we need and the children need. The children now—and the ones we want to have. I've tried, or I think I've tried, but I'm walking in the same spot I was when we first came. Up north," he said slowly, "I hear the war factories are paying big wages. Eight dollars a day I hear—three times what I'm making here!"

Then he got it out, quickly. "Would you rather we just stopped all this and went north?"

Her husband was not a man who discouraged easily and to Mrs. Martin this was an alarming measure of his sense of defeat. But across the kitchen table she looked him squarely in the eye.

"Mr. Martin," she said firmly, "we didn't go to school so you could work in a factory."

Oct. 31, 1918, Mary Alice, . . . Dec. 2, 1919, Walter Theodore . . . Oct. 19, 1921, Martha Rebecca . . .

As the little Martins came swiftly on, the two big Martins found their character being strengthened from all sides.

They bought no clothes. Mrs. Martin made them all. Except for staples such as flour and sugar they bought no food. Mrs. Martin was able to make a daily "family stew" which was both elastic and nourishing. The meat part came from pigs (purebred) which they raised at Mrs. Martin's father's place nearby. The rest of the stew came from Martin's agile diplomacy on his rounds with the farmers.

"My, those wonderful tomatoes!" he would exclaim, studying a row of plants. "Such elegant onions! That delightful-looking cabbage! Such good eating they must make, I would imagine!"

"You mean you don't have any of these things?" the farmer would say in sympathetic tones. "You mean all that family of yours, and . . . here, now, let me get a basket!"

CONTINUED

523

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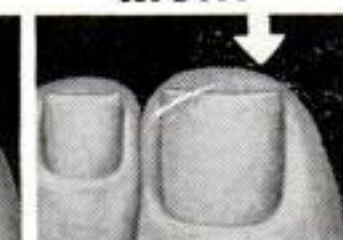
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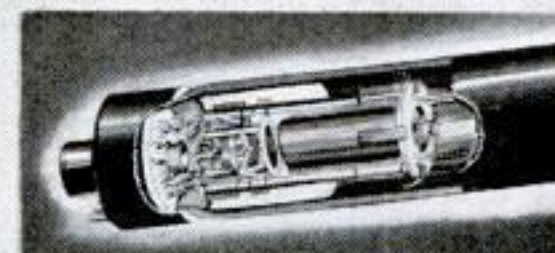
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ON FARM VISIT Martin inspects sweet potato sprouts with George Samuel Hayman. Planted in special bed, sprouts will be pulled and planted in field.

THE MARTINS CONTINUED

Martin would come home bearing a basketload of wonderful tomatoes, elegant onions and delightful-looking cabbage—pointing out adroitly to the farmer as he took them that the farmer would raise even more of them if he would only apply these modern, scientific . . .

At home Mrs. Martin seized the products and let no morsel go to waste: "We either ate it, dried it, brined it or canned it." Every year there were 1,500 jars of sweet potatoes, white potatoes, turnips, onions, peppers, string beans, lima beans, Henderson beans, corn, squash, broccoli, okra, eggplant, cucumbers, celery, cauliflower, asparagus, cowpeas, black-eyed peas, apples, peaches, kale, collards, Swiss chard, beet and turnip greens and pork loin.

"Mercy, if you don't feed a child while he's growing you might as well not feed him," Mrs. Martin has always believed, "because then it won't do any good."

With all their improvisation, Martin was obliged to adopt a system of financial maneuvering which brought his only serious disagreement with his wife. Mrs. Martin looked upon "credit" as the machination of the devil. To Martin "cash only" was a lovely idea—but what if there was no cash? Being unanswerable, this logic prevailed. After a dozen or so bills had racked up, Martin would take off for a bank and execute a loan to pay them all off. Then he would devote the next few months to paying back the loan, meantime amassing more debts to a point where he must repeat the system. Martin estimates he has negotiated literally hundreds of bank loans in his life.

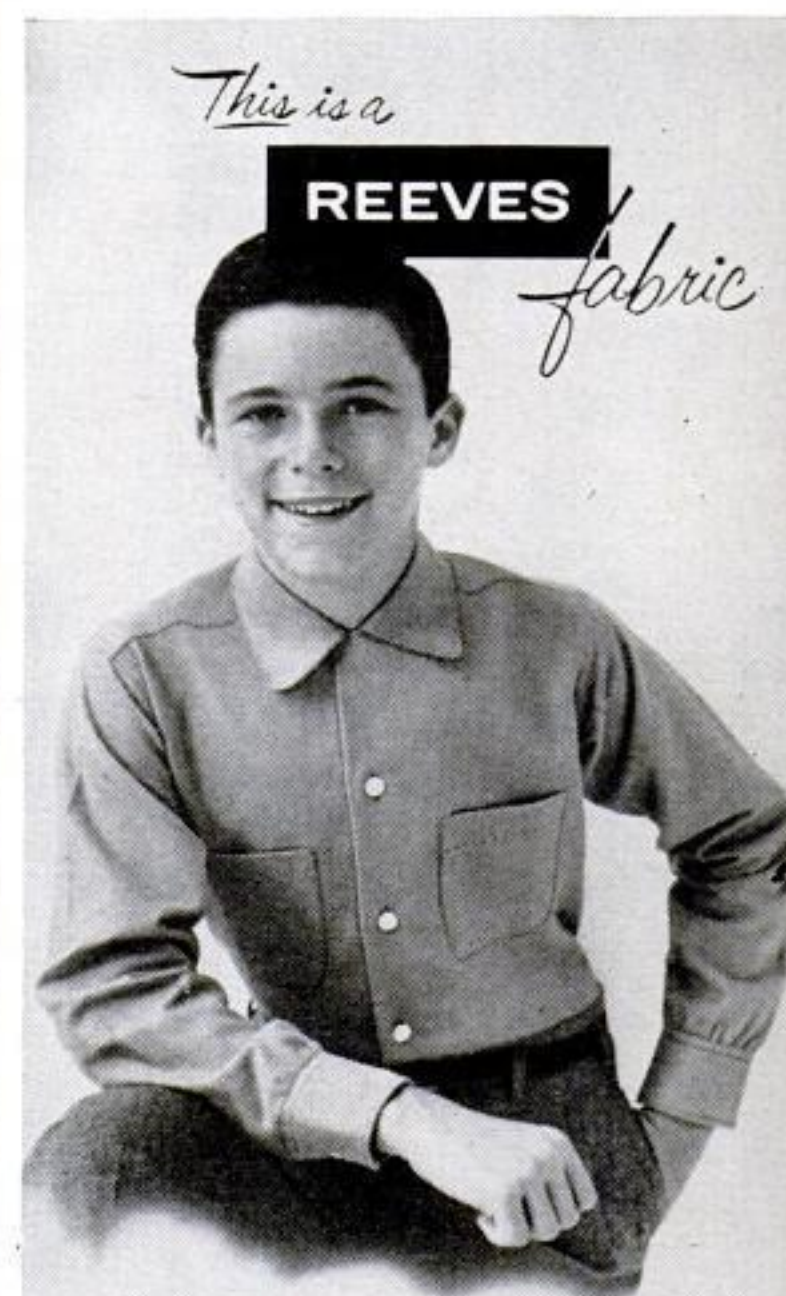
The financial gymnastics of bringing up a platoon of children on \$28.75 a week was very simple, as Martin recalls it. "If I had ever sat down and listed my income on one side of a page and my expenses on the other, I would have been scared to death. Therefore I never troubled to list them. I just scraped around."

But by the time the sixth child was en route, Martin had begun to have his qualms about the great goal. When he had to start breaking in two the penny lemon sticks he always brought home to the children it came over him that perhaps a dozen would be carrying things too far.

March 9, 1924, June Celestial . . .

Martin decided they would have to get farther out in the country to keep pace with the mounting food consumption. He bought an uncleared 18-acre tract near Princess Anne with a three-room cabin on it—one room for himself and Mrs. Martin, one for the boys, one for the girls. The cabin had no plumbing, no lights and no heat but Martin christened it after the place outside Philadelphia where the orphanage children had visited summers—Happyland. Through the years it was to improve, with a bathroom, electricity, added rooms with added children.

CONTINUED



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THE MARTINS CONTINUED

on hog cholera, its history and prevention, a wizened old man popped to his feet. "I had two or three of my best setting hens fall off their nests dead," he blurted out. "Professor Martin, do you know what's the cause of that?"

Another farmer jumped up. "Professor Martin! My cow got bloated all of a sudden. What can I do?"

"Professor Martin! My chickens, they all seem to get naked. No feathers on their backs!"

For three hours Martin answered questions—and where he could not answer he said he would check on it and let them know. The meeting ended on a sonorous singing of *Beulah Land*, and the people pressed forward eagerly to shake the Professor's hand. Martin sang all the way home in his Model T:

I've reached the land of corn and wine,
And all its riches freely mine;
Here shines undimmed one blissful day,
For all my night has passed away.
O Beulah Land, sweet Beulah Land,
As on thy highest mount I stand,
I look away across the sea,
Where mansions are prepared for me. . . .

Feb. 17, 1927, Jewel Elizabeth . . . Dec. 2, 1928, Elbert Hubbard . . .

Steadily the Martins moved toward their family goal.

"We were going to do everything we could do," Martin remembers the plan. "The children would do everything they could do. And the Lord would just have to take care of the rest."

The children's part was working as soon as they were able to pick a bean. Louis started picking strawberries in farmers' fields when he was 5. At that age he would eat greedily as he picked but even so he would harvest 10 quarts of strawberries a day, which swelled the family treasury by 20¢.

The days in the fields began early, as Lourene, who is now an Army captain of nurses, very distinctly remembers.

"It would be 2:30 in the morning. And there Daddy would be standing over us. 'O.K., kids, let's go,' he'd say. 'It's picking time!'"

The Martin children don't remember objecting to this program. "The reason," says Lourene, "was Daddy and Mama. There is dignity in work—I'll never forget Daddy saying that. It wasn't just a saying. They were always to bed after us and always up before us. Lots of times Daddy would be up all night with some farmer's sick hog or calf. Mama never had any stockings because we always had them. She wore the same coat for 20 years. When food was short she'd say, 'You take mine. I'm not hungry.' But the main thing was they somehow made us understand, even at a very early age, that college was at the end of the bean rows."

When the family couldn't afford to have someone come in and plow their land with a mule, Daddy, Mama and eight or nine small Martins energetically hitched themselves to the plow. Sometimes the children joined in the battle for survival with actual gusto.

"In winters," remembers Walter, who today is working on his doctorate, "Harry and I would go down to the railroad tracks about 300 yards from the house. We'd get a pile of rocks ready. When the freight train came by we'd let go with them at the engine. Quite a volley would be returned at us by the fireman. We'd pick up the chunks of coal and have heat for the house."

At nights the Martins would sit around their dining room antique mahogany table, a gift from "Daddy" Frazier, shelling beans for the local huckster at 3¢ a quart. The Martins are a very singing family and they would govern their rate of shelling by their singing. If they wanted to shell faster they sang a *molto allegro* like *You're Gonna Reap Just What You Sow*. When they needed a coasting period they took a slow number like *He's Got the Whole World in His Hand*.

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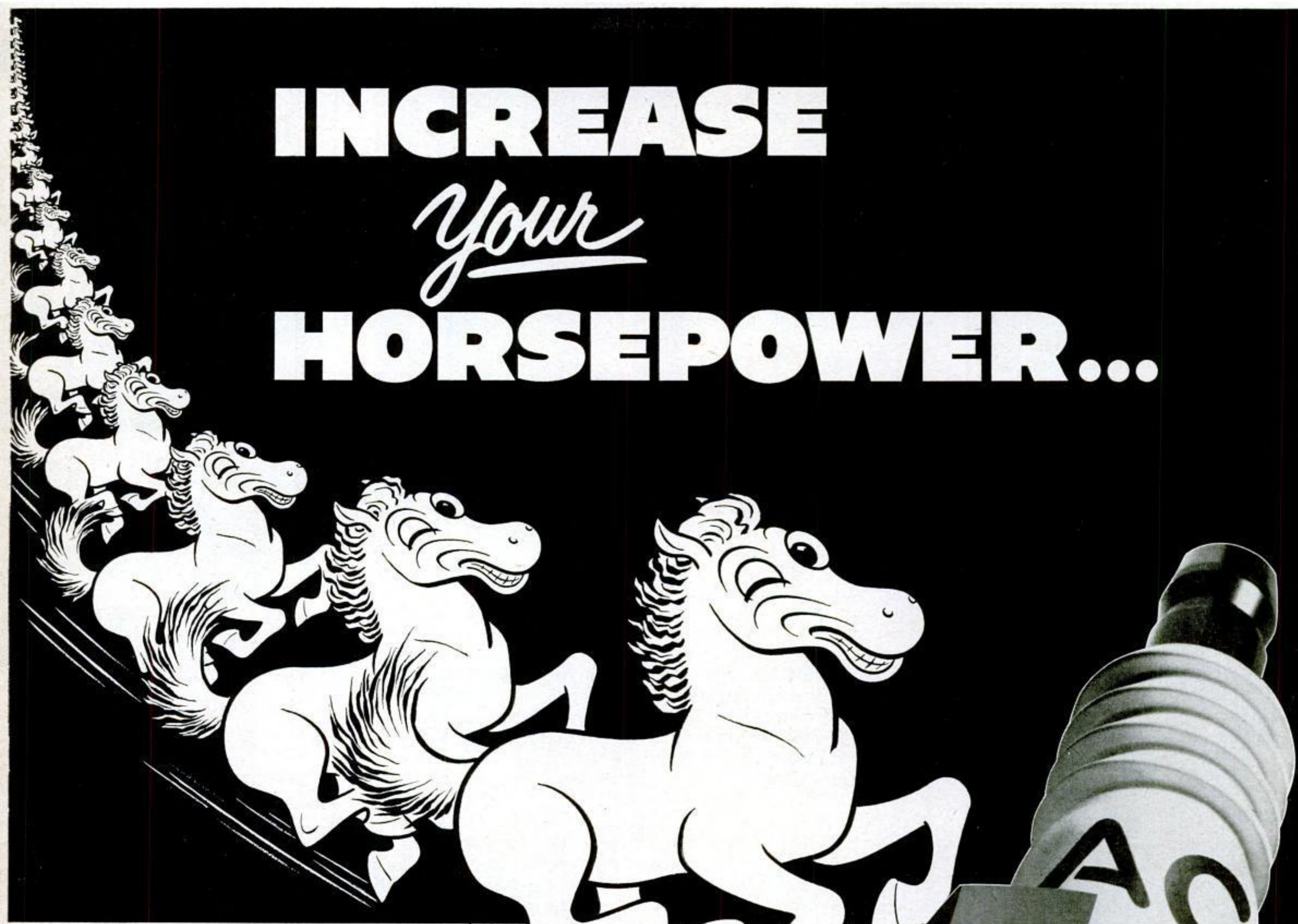
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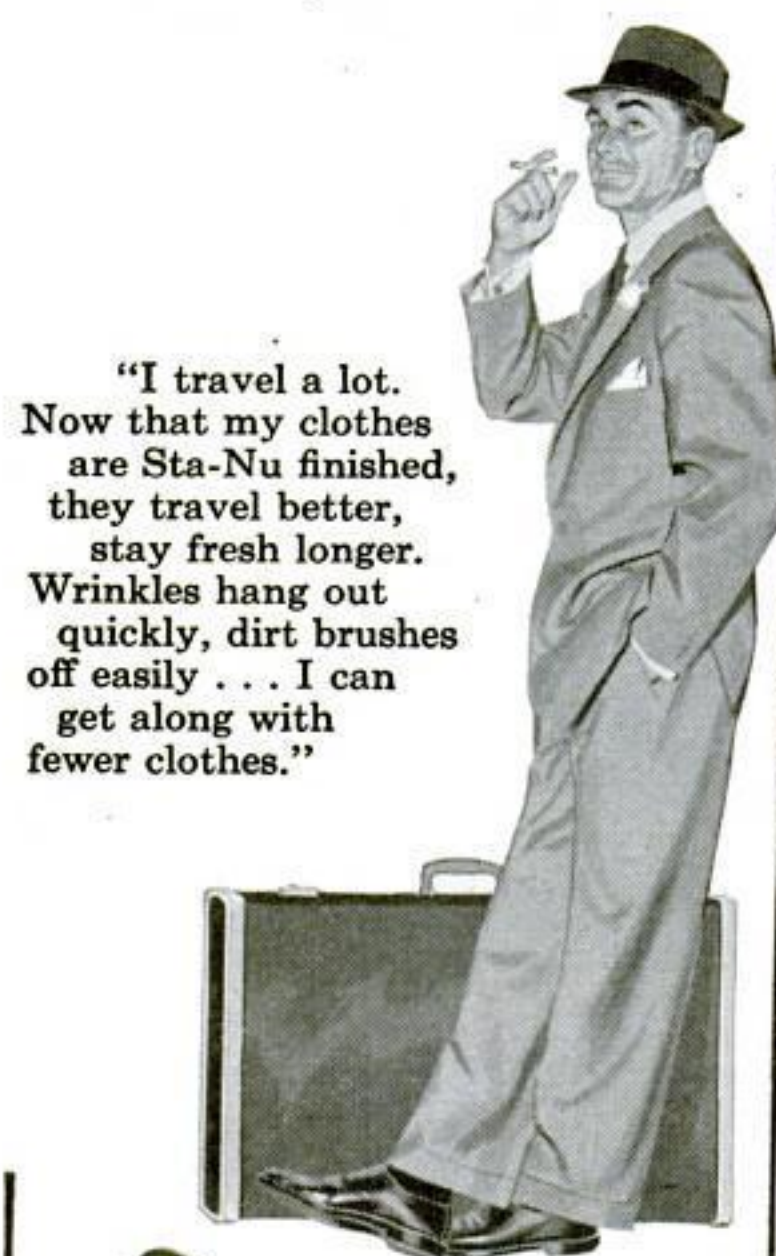
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PRAYER ROOM was set up by Martin in the closet of his home, off the living room. The settlement house where he was brought up had a similar room.

THE MARTINS CONTINUED

atop the 60-foot water tower in Princess Anne, with a horrified crowd gathered below. Some of the children were gymnastically swinging by one hand and one foot from the tower, above an open steam well which adjoined it. Martin's voice summoning them down shook through the town like the sound of cannon. Simultaneously with their descent he began removing his favorite weapon of discipline, his belt. It may have been during one of the lean-eating days. In any case Martin's pants fell to the ground.

Recovering them with some dignity, he belted up again and dispatched the six children for a switch each. After that he always used switches.

Often instead of corporal punishment the Martin children received something they considered infinitely worse called "whipping our consciences." If they had stolen the forbidden apples from the family trees instead of being content with the ones that had fallen to the ground, Martin would take the children aside.

"We are all struggling to care for all of us," he would say in his quietest tones. "We have to share with one another. The apples are for the benefit of us all, so your Mama can make applesauce and apple pies—for all of us. Don't you think," he would say, his voice almost mournful, "that it is very selfish of you just to satisfy your own stomach?"

Pretty soon the offending Martin child would be bawling at the top of his lungs.

Always Martin preached the value of education. "If you're going to dig a ditch," he would tell his children, "you can dig a better ditch for having an education."

Louis was barely eight before he wanted to be, not a cowboy or a fireman, but something that Daddy made sound very wonderful called a "Ph.D." Today he is on his way to being one. Walter was so hipped up about school that when he was 3 he was sneaking into the kindergarten operated for the faculty children at Princess Anne Academy, now Maryland State College.

April 5, 1930, Oswald Edward... Sept. 18, 1931, Justelma Houston...

Just as Martin was barreling along in both departments—his family and the farmers—the great Depression smashed down like a tidal wave.

Martin's work was doubled. He ranged the countryside studying markets with the farmers, visiting banks to stall them out of farm foreclosures. At the same time his own salary was cut. The prices the children got for their work plummeted. The Martin family dug in.

Providentially, around this time feed sacks were beginning to come in print patterns as well as in white and when they were empty of chicken mash they were filled up with Martins. One feed sack made a dress for a small Martin, two or more for a larger Martin. Other feed sacks became tablecloths, place mats and napkins. Several sewed together became sheets.

Many families, fighting to exist, now took their children out of

CONTINUED

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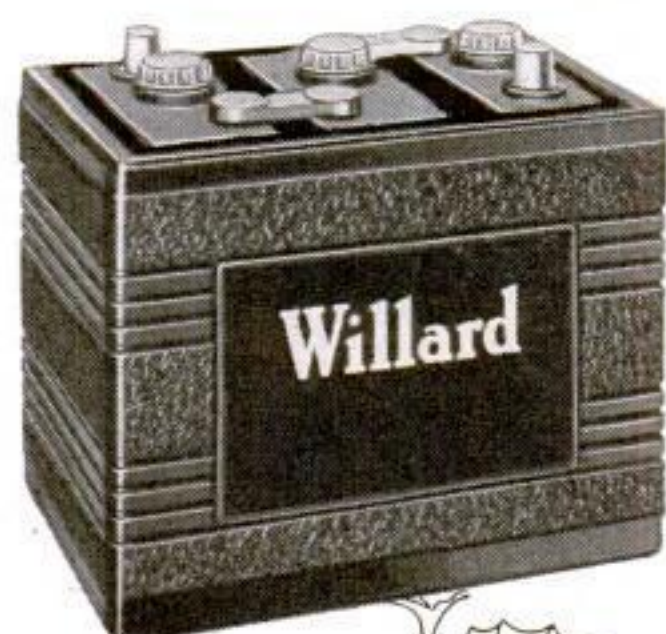
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THE MARTINS CONTINUED

school during the picking season or sent them to work in the canneries. But the Martin children did their picking first and then went to school, and after school picked again until dark.

As if to strengthen the family's character further, the main highway north that ran in front of their house was filled with men roaming the land, seeking work, seeking a sandwich. The children got used to seeing two, three or four hollow-cheeked strangers sharing their already overtaxed family stew. "Mama would never have even thought of turning anyone away," Lourene remembers. "And she always fed the stranger the most heartily of all." The last Martin dollar often went to some farmer Martin considered worse off than themselves.

May 26, 1934, Grant Bartholomew . . .

The first section of the Martin's family program, a dozen children, drew to a close.

Almost simultaneously, at probably the hardest point in the family's life, the time came to start the second section. The first two children were ready for college.

Martin sold his last four purebred shoats for \$35 each. Paying their tuition with the money, he packed Louis and Lourene off to Hampton.

Now, with the fresh avalanches of college expenses, Martin found himself making a record number of trips, even for him, into bank offices, where he would begin his conversation with the banker. "My son Louis needs . . ." or "My daughter Lourene needs . . ." Louis and Lourene worked at college, Louis stevedoring on the Hampton Roads docks and Lourene working as a nurse's assistant. To keep them in college the children at home got up earlier and stayed up later, picked more cucumbers, shelled more beans, hoed corn, did maid work, felled trees, worked in the canneries, went out selling strawberries from their own garden and apples from their own trees.

As their turns came, others of the children went off to college. Each time it got harder.

Almost bottom level was reached after Lourene had entered Mercy Hospital in Philadelphia to study nursing. One day she wrote home that she had only 19¢ left.

"I got a letter back from Daddy," Lourene recalls. "He said he had only 15¢ right then but he was enclosing a dime of it. He wrote that there would be some more along as soon as everyone shelled some beans tonight. That was the only time I ever sat down and cried."

Picking beans and felling trees

SUMMERTIME all the Martins worked furiously. One day found Louis picking cucumbers at Elliott, a few miles from home; Lourene doing housework in one home at Salisbury, six miles away, and Mary Alice in another; Walter pitchforking bean hulls at Dulany's food factory; Martha and June caring for children in a migratory workers' camp on the far side of the shore; Harry in the swamps felling trees for a lumber mill; Jewel picking lima beans; Elbert and Oswald hoeing corn; Justelma and Grant picking string beans.

And finally the day came. The Martins went to their first commencement.

"We sat there," Martin remembers that day, "and watched Louis walk across the stage in his cap and gown and we remembered the time he had picked strawberries when he was 5 years old and eaten more than he picked—then we remembered that he had, at that, picked 10 quarts for 20¢ and some of that 20¢ was right up there on that stage."

As Louis walked off the stage clutching his bachelor of science diploma, Mrs. Martin whispered to her husband.

"Mr. Martin," she said, "just 11 more to go."

The first ones "out," the original Martin plan went into its next stage of operation. These began helping the younger ones through school. Louis helped send June; Lourene helped send Harry; Walter helped send Jewel; Martha helped send Justelma, the younger ones also continuing to help themselves by summer work in the canneries and the fields. Martin constantly primed the flow of help from the older ones by letters which began, "Your poor old Dad has a little financial problem for June needs . . ." or "I wonder if I could borrow a few pennies from you since Justelma needs . . ." The word "borrow" was a great family joke along with what the Martin children long ago adopted as their family motto: "Daddy's always broke."

With the plan now at full throttle the Martin children were knocking off degrees wholesale in a half-dozen colleges and universities, including Maryland State College, Maryland State Teachers

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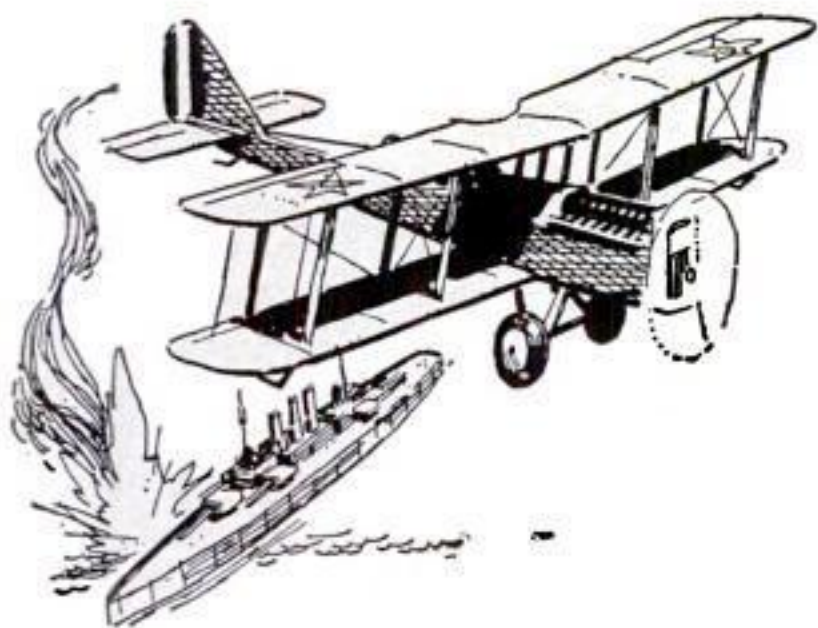
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CONTINUED

Mr. Daniels was willing to be bombed



ADMIRALS smiled when, in 1921, he claimed air power could sink battleships. And Mr. Josephus Daniels, the Navy secretary, said he was "prepared to stand bareheaded on the deck of a battleship and let General Mitchell take a crack at me with bombing airplane."

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Mitchell was used to disbelief. In World War I, Pershing called his idea for dropping infantry by parachute absurd. "Experts" laughed when he talked of putting cannon in planes, scoffed when he predicted air speeds way in excess of 200 miles.

History did not scoff. The men who made American air power dominant in World War II were disciples of Billy Mitchell, using ideas he had pioneered.

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THE MARTINS CONTINUED

College at Bowie, State Teachers College at Elizabeth City, N.C., Michigan State College, the University of Illinois and Columbia University. The Martin parents became commencement habitués. Among their neighbors there was soon a regular question along about May: "Well, how many do you have coming out this year?"

Today, everyone else having gone to college, Grant, as the baby of the family and the target of help of all of them, is finding himself living quite high off the hog. When, for example, he needs a new suit for a prom, Grant will dispatch identical letters to nine or 10 sisters and brothers. From a given set of letters he will customarily receive three or four times enough to cover the specified item, since he has learned not to let his sister know what his brother doeth.

Recently Martin retired from his county agent job. If he were inclined to look for eulogy on that part of his life, which he is not, he need only look about him. Today the Eastern Shore farms that had been on the brink of ruin when he came upon them are virtually bursting with their bounty of tomatoes and strawberries, asparagus and broccoli, beans and peas. The pens are full of fat hogs and the brooder houses a swarm of purebred poultry.

And the children?

Louis: a master's degree in agriculture, teaching horticulture at Florida A. and M. University, still working with beans. Only now, instead of picking them he is crossing them to make them better.

Lourene: captain of nurses in the U.S. Army.

Mary Alice: a bachelor's degree in home economics, married to a businessman on the Eastern Shore.

Walter: a master's degree in agriculture, teaching mathematics and science at Denton, Md. high school and working toward his doctorate.

Martha: a master's in home economics, teaching at Savannah (Ga.) State College.

June: a bachelor's degree in home economics, married and working as a school dietitian.

Harry: a bachelor's degree in agriculture and certificate in elementary education, teaching grade school at Pumphrey, Md. and doing farm youth work.

Jewel: a bachelor's degree in education, married to a State Department employe and working there herself.

Elbert Hubbard: the maverick in this family, went to college for a year "just to keep up the record" and then decided he wanted to be a barber. Soon he hopes to have his own shop in Washington. He is known among the other children as "our businessman."

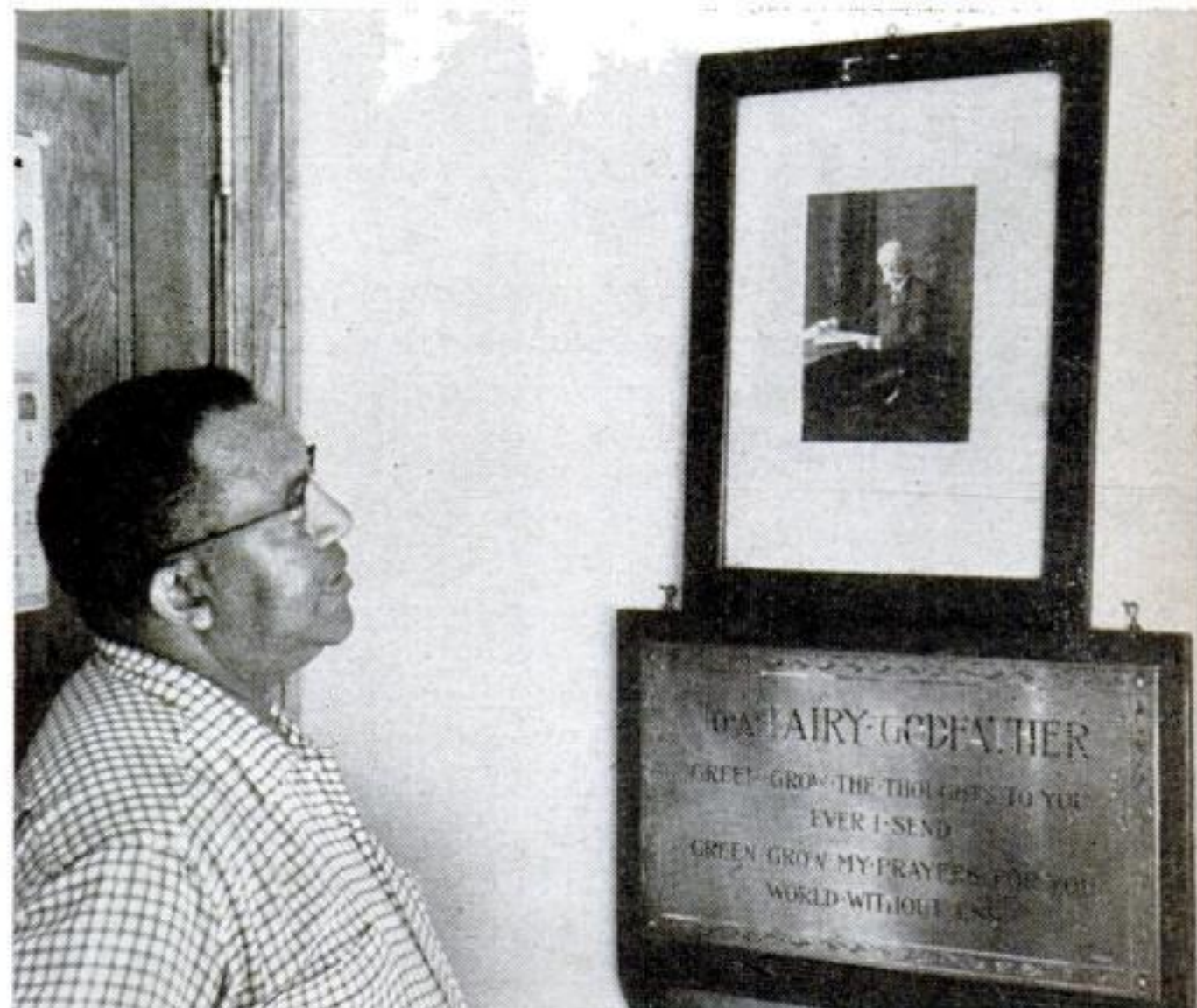
Oswald: a bachelor's degree in building construction, a construction engineer in Bellevue, Md.

Justelma: a bachelor's degree in science, married to a high school teacher and doing substitute teaching.

Grant: the "one more to go," a college senior studying to be a teacher.

And Mrs. Martin? Well, she has been going to college again herself at Maryland State, studying "family relations."

"Oh, mercy," she says, "the older I grow the more I see that there is to be learned. You can never get enough education."



MEMORIAL TO BENEFactor hangs in Martin home—a portrait of "Daddy" Frazier and plaque which was once in settlement house Frazier supported.

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Serve Country Club Malt Liquor, clear and cold, from its distinctive container . . . and watch this bright-spirited brew bring extra zest and enjoyment to *your* next party!

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"Westland" lavatories (in counter-top above) fit small space and small budgets. Ready to install, suggested consumer prices start at \$37.60.

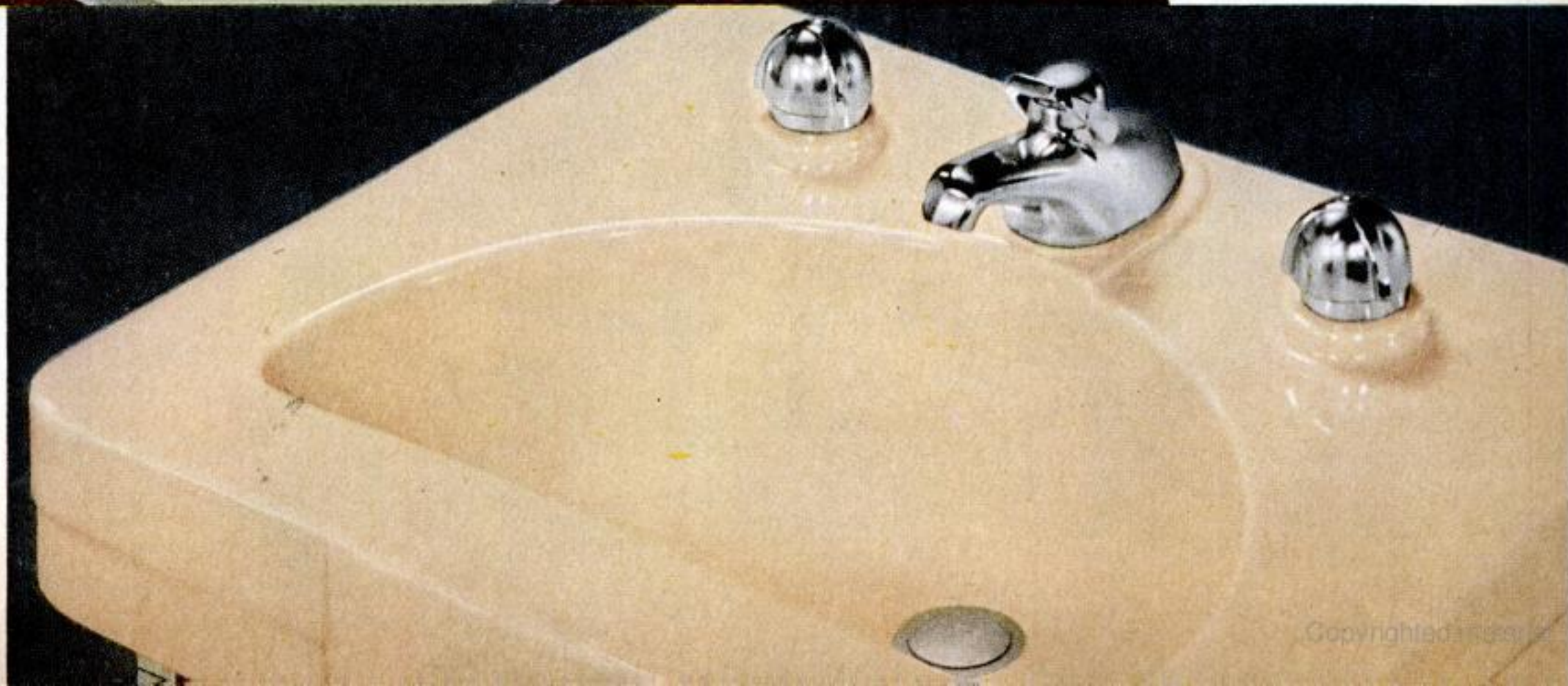
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"Marcia" counter-top lavatory (above) has beveled panel, integral spout, semi-oval basin. Ready to install in Formica or tile counter, suggested consumer prices start at \$78.00.

"Diana" lavatory (at right), with large semi-oval basin and panel front, is for free standing installation. Ready to install, suggested consumer prices start at \$81.55.

All of these vitreous china lavatories are fitted with exclusive Crane Dial-ese controls.





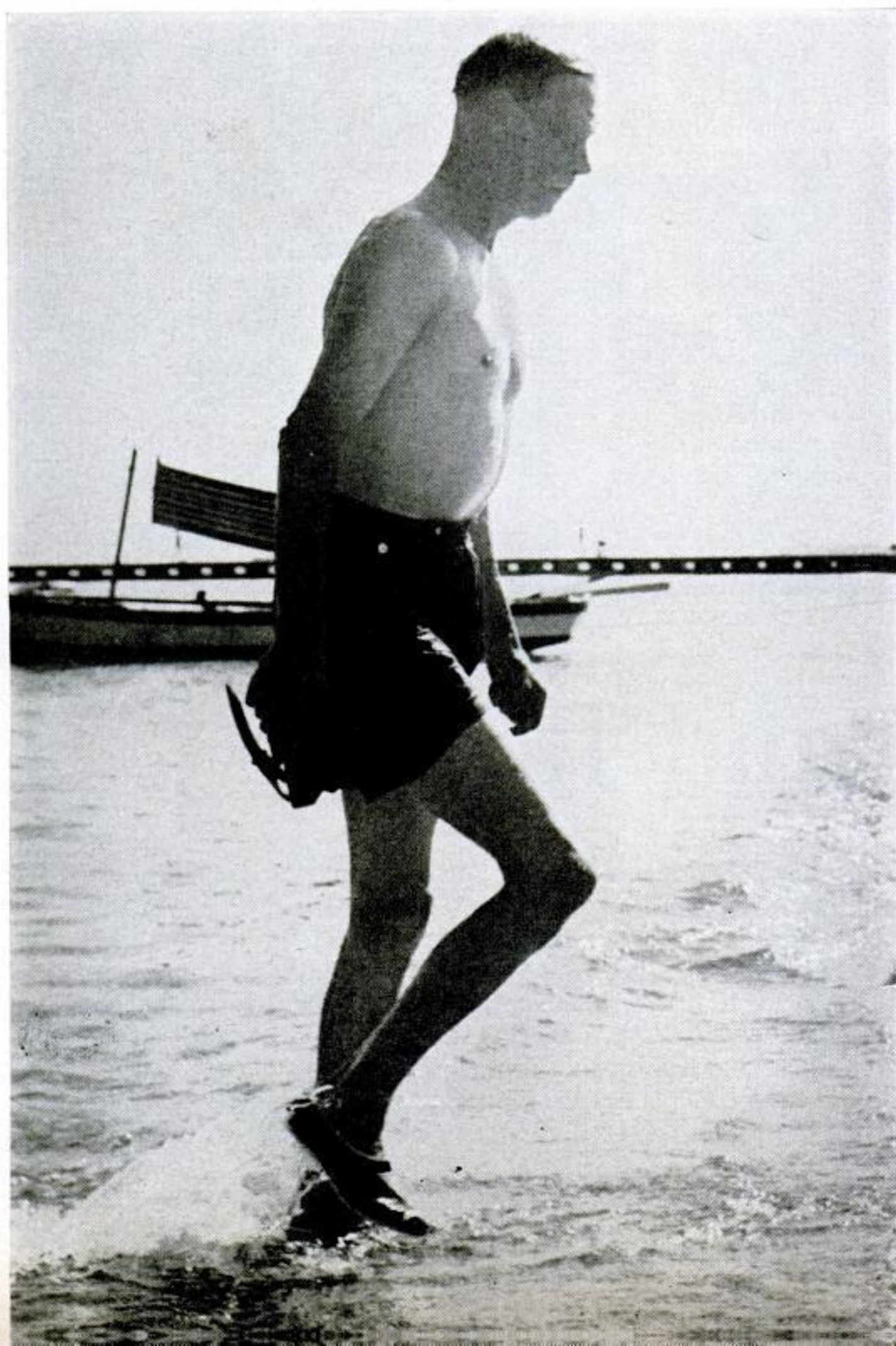
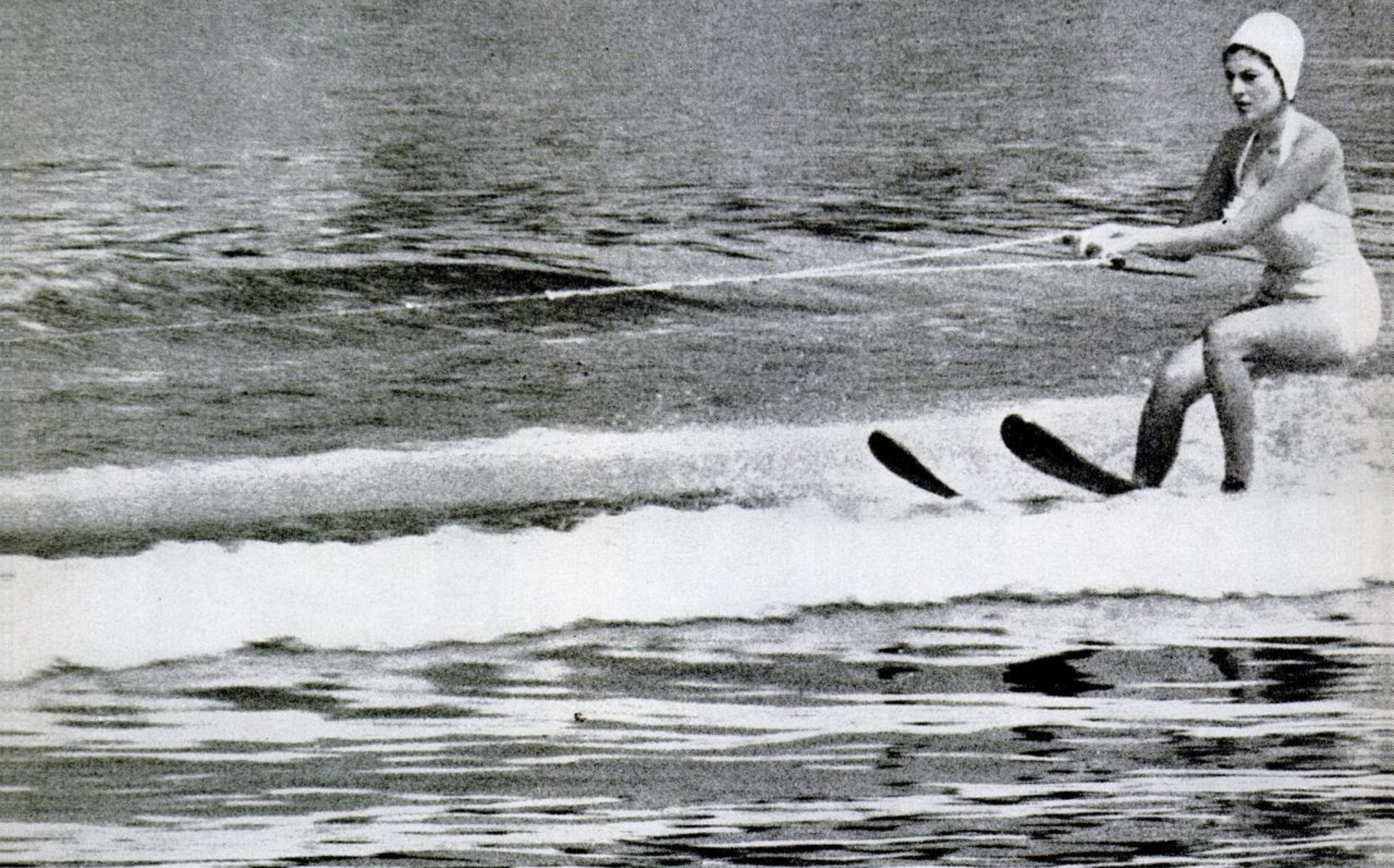
AN EXUBERANT PRINCESS MARIA PIA SWINGS MAMBOING FOOT AT THE COUNTESS VOLPI DI MISURATA'S BALL, GRAND SOCIAL EVENT OF VENICE'S SEASON

Royalty Romps and Relaxes

With the windup of summer there began a great moving around among the royal and noble figures in Europe, centering about Europe's southern seas, the Adriatic and the Mediterranean. Pretty Princess Maria Pia, daughter of former King Umberto II of Italy and the bride these past seven months of Prince Alexander Karadjordjevic of Yugoslavia (LIFE March 14), stopped off in Venice for the glittering gala of the Countess Volpi di Misurata. From Venice, America's 72-year-old party girl, Elsa Maxwell, embarked a boatload of nobility including the Duchess of Westminster, the Dukes and Duchesses of Noailles and Argyll. Also on board

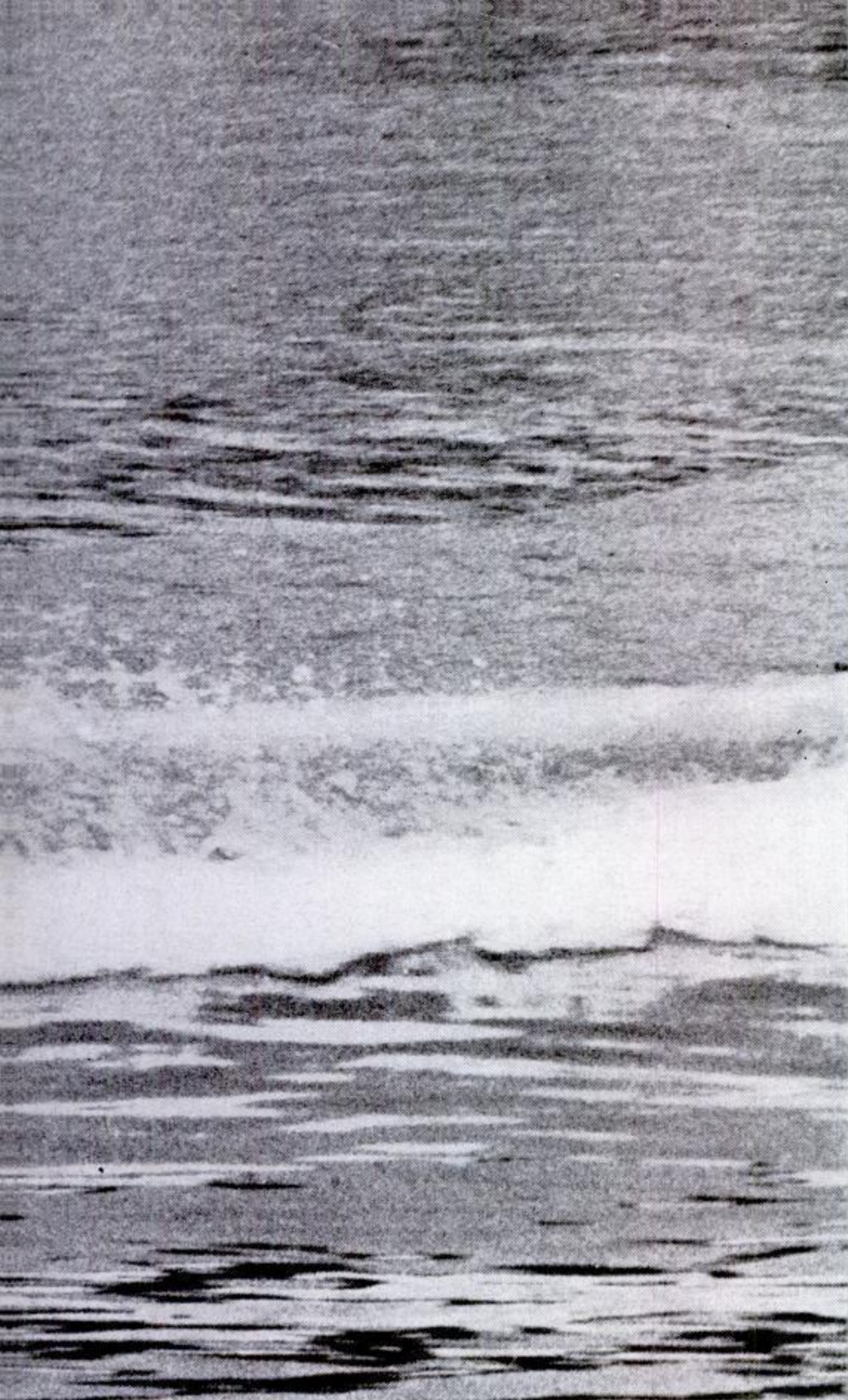
were a bevy of bankers and Perle Mesta but not the Duke and Duchess of Windsor whose once warm friendship with Miss Maxwell has changed into a social cold war.

Iran's green-eyed Queen Soraya journeyed all the way from Tehran to Cap d'Antibes to play in the Mediterranean's blue waters, King Paul and Queen Frederika of Greece journeyed from Athens to Belgrade but purely on a working trip, having come to pay Marshal Tito a visit of state. The marshal had no trouble finding royal quarters for his guests. He put them up in a palace that once belonged to now exiled King Peter.



READY FOR LUNCH, the Duke of Windsor drapes a bathing towel around himself on the Lido near Venice while his duchess (*center*) chats with a friend.

SET FOR DIVING (*left*), the Duke of Windsor strides into the sea at the Lido beach carrying a mask for underwater exploration in the waters off the land.



A QUEEN'S SPILL dunks Soraya Esfandiari-Bakhtiari of Iran in the warm waters of the Mediterranean. She swims toward her water skis to try skill again.

A QUEEN'S FORM on skis is displayed by Soraya. An ardent sportswoman, the 23-year-old queen rides horses and plays tennis but likes water-skiing best.



BEMUSED IN BELGRADE, Frederika of Greece stares at Yugoslav Sculptor Ivan Mestrovic's work entitled *Mother*. King Paul (*background*) waits for her.

NAUTICAL NONSENSE (*right*) amuses Elsa Maxwell as, wearing two more stripes than U.S. captain, she prepares to greet guests for *Achilles'* voyage.





INDEX TO PICASSO'S PALATE

Reacting far faster than artist Pablo Picasso, a photographer recently took his picture before the maestro realized 1) that he had an index finger stuck in his mouth and, 2) that it wasn't even his own index finger. Picasso and French playwright and motion picture

director Jean Cocteau (*right*) were in the arena at Vallauris watching a bull-baiting (a bullfight in which the bull is not killed). Picasso's small son Claude threw his arm around Papa's neck, popping in the finger. Papa promptly spit it out but a click too late.



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